

APR 18 1925 /

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THE SPANIARD

Photoplay in 7 reels

From the novel by Juanige Savage

Screen Play by J. T. O'Donohoe

Author of the photoplay (under section 62)  
Famous Players Lasky Corporation of U.S. ✓

"The Spaniard" Is 7 Reels—6635 Feet Long

PARAMOUNT

# PRESS

Adolph Zukor and Jesse L. Lasky present  
A Raoul Walsh Production  
**"THE SPANIARD"**  
With Ricardo Cortez and Jetta Goudal  
From the novel by Juanita Savage  
Screen play by J. T. O'Donohoe  
A Paramount Picture

PURPOSE: To Help You Sell the Picture

## "THE SPANIARD" IS THE SAME TYPE AND WILL PROVE JUST AS POPULAR

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### FACTS

#### Producer

**RAOUL WALSH**, who made "The Thief of Bagdad" and others just as successful.

#### Featured

Ricardo Cortez, Jetta Goudal, Noah Beery. Cortez, one of the fastest-climbing luminaries of the screen today, will be a star after this one. What "The Sheik" did for Valentino, "The Spaniard" will do for him.

#### Author

Juanita Savage. "The Spaniard" is an adaptation of her immensely popular novel by that name—a book that promises to set a new best-seller record.

#### Scenarist

J. T. O'Donohoe.

#### Cameraman

Victor Milner, Raoul Walsh's regular photographer.

#### Type of Story

Fine romantic-drama in the colorful and thrilling background of Spain's national sport—the bull fight. An appealing love story that has a real thriller wrapped right up in it.

#### Theme

The two central figures are Dolores Annesley, a beautiful young society woman, high spirited and adventurous, but a born flirt, always looking for new hearts to conquer; and Don Pedro Barrego, a notorious bull-fighter who turns out to be a Spanish nobleman, a sort of 1925 model of the Sheik.

The plot revolves around the efforts of Don Pedro to tame the coquettish Dolores with whom he falls desperately in love. Dolores only laughs at him, but soon realizes to her sorrow that Don Pedro is a man of tremendous determination, daring and courage and absolutely ruthless in his method of getting what he wants. He kidnaps her and forces her to submit to his love-making.

In spite of the Spanish soldiery, in spite of her own efforts to escape, Don Pedro manages to keep her in his power until she finally yields and marries him.

#### Big Scenes

Two bull fights! Count 'em! These are not just part shots, but show everything of color and interest.



Ricardo Cortez  
in the Paramount Picture  
"The Spaniard"  
Production Mat IPB

### "The Spaniard" a Fine Love-Drama

Raoul Walsh Production for  
Paramount Here Soon

(Synopsis Story)

**THE SPANIARD**, a Paramount picture directed by Raoul Walsh and featuring Ricardo Cortez, Jetta Goudal and Noah Beery, comes to the..... Theatre for a.....days' run on.....next. The picture is a screen version of the immensely popular novel of the same name by Juanita Savage.

"The Spaniard" (Cortez) is first met in London on the eve of his departure for Spain. He meets Dolores Annesley, an English society beauty, played by Miss Goudal, who, as a heart-breaker, is more than his match. He accompanies her home from the ball, but she repulses his ardent love making. He never loses his smiling self-assurance, however, and tells her suavely, "I get what I want."

Although she had deliberately set out to fascinate him, once she had succeeded in her object, Dolores only laughs at The Spaniard's protestation of love and twice refuses to marry him. When he vows he will yet conquer her, she pays no attention to him. To her he is merely another victim and disappointed lover.

While visiting relatives in Seville, Dolores attends a bull fight, at which the great matador, Fernandez, is the hero of the hour. The fight is packed with thrills, and at its conclusion the matador bows beneath the girl's box. She

### A Powerful, True-to-Life, Unforgettable Love Story

Ricardo Cortez, Jetta Goudal and Noah Beery  
Featured in Cast of Picture  
Directed by Raoul Walsh

**I**MAGINE a composite of "Blood and Sand" and "The Sheik" with the best features of both pictures welded in one gorgeous Spanish romance and you have "The Spaniard."

"The Spaniard" is "The Sheik" of 1925. It is an even stronger story, a better picture.

Raoul Walsh, director of "The Thief of Bagdad," made the picture from Juanita Savage's amazing novel.

The story from start to finish is full of drama. The settings are magnificent and the costuming a modern fashion show. Its theme has to do with the taming of a beautiful flirt by a notorious bull fighter who turns out to be a nobleman of nobility.

A tale of love and daring and high-hearted romance. Ricardo Cortez is "The Spaniard"; Jetta Goudal, the ravishing French beauty, is the girl. Noah Beery has a fine bandit role. This man Cortez is coming like a whirlwind. This picture should make him a star.

#### CAST

Don Pedro De Barrego (The Spaniard) Ricardo Cortez

Dolores Annesley Jetta Goudal

Gomez Noah Beery

Senora De La Carta Mathilda

Count De Albaveque Renzo Gardi

Maria Emma Fitzroy

Manuel Bernard Seigel

Consuelo Florence Renart

### Short Synopsis

**D**ON PEDRO DE BARREGO, the Spaniard, during a brief stay in London has feminine society at his feet. But on the evening of his return to Spain, he meets his match as a heart-breaker in the English society beauty, Dolores Annesley. The Spaniard's impetuous wooing arouses the resentment of the flirtatious Dolores. She repulses him haughtily but his habitual smiling self-confidence is in no way shattered. "I get what I want," he tells her suavely.

While on a visit to Seville, Dolores goes to see a bull fight. The fight is a thriller, and the girl is humiliated when she recognizes the hero of the hour as Don Pedro.

During an expedition to the mountains, Dolores is induced by guide Gomez to accompany him on a visit to the Chapel of Jewel



# SHEET

Adolph Zukor and Jesse L. Lasky present

A Raoul Walsh Production

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### PUTTING IT OVER RIGHT

"The Spaniard." Man of Mystery. In the restaurants and night clubs of the big cities throughout the country they are wondering who he is.

Every night they see him sitting alone at a table, picturesque, generally silent. When they pick up an acquaintance with him and get him to talk, he says, "I am The Spaniard. American women are too independent. I have come over to tame them. Remember me—The Spaniard."

We'll let you in on the secret. He is an exploitation stunt—one of many—gotten up by Paramount to help you make money with "The Spaniard," the love sensation of the year! You can localize this same stunt.

"The Spaniard" is "The Sheik" of 1925. It will become part of the language—"spaniard," a tamer of wild women.

Have a fellow register as "The Spaniard" in the leading hotel in town. This stunt was put over in New York City and got space in the leading metropolitan dailies.

Book tie-up. Tell local book-sellers that the Paramount picture, "The Spaniard," made from the novel of the same name by Juanita Savage, is coming to your

theatre and that he had better stock up on the book. There is sure to be a demand for them when the people hear about the picture and even more so when they have seen it.

Arrange window displays. Get dealers to mention in their newspaper advertising that the screen version of the story is due at the .....on such and such a date.

Have some tickets resembling tickets to a bull fight printed. Use Spanish expressions. Perhaps show a small scene of Cortez in action with the bull. In an inconspicuous place tell them that there are two bull fights in "The Spaniard." This idea was used to advantage on "Blood and Sand."

The old, yet ever-new, identification stunt can be put across to advantage on this one. "THE SPANIARD" will be at the corner of Elm and Spruce Streets tomorrow morning at .....o'clock. To the first.....persons identify

Run this in the papers also, THE SPANIARD says: "Modern American girls are too independent. I have come over to tame them."

Another tie-up angle, "If you were to meet THE SPANIARD would you be able to carry on conversation with him? Learn Spanish in seven easy lessons at .....s."

See list of Paramount exploitationers on page 5. Get in touch with the man assigned your territory.

### "The Spaniard," With Big Featured Cast, Due Here

Ricardo Cortez, Jetta Goudal and Noah Beery are featured in the leading roles of the latest Paramount picture, "The Spaniard," which opens at the..... Theatre on.....

"The Spaniard," produced by Raoul Walsh, who made "The Thief of Bagdad," is a picturization of the startling novel of Spanish romance by Juanita Savage, written for the screen by J. T. O'Donohoe. It is a story of the taming of a beautiful flirt by a young bull-fighter who turns out to be a Spanish nobleman. It is a tale of love and daring; a high hearted romance against a background of Spain's national sport.

During a visit to London, Don Pedro, The Spaniard, loses his heart to the beautiful English society girl, Dolores Annesley, played by Miss Goudal, whose reputation as a heart-breaker rivals his own.

It is Dolores' custom to play at being in love for a time, and then when she tires of her latest conquest to toss him aside—and so on to the next. But she meets her master in The Spaniard.

From England, we follow the pair to Seville, where Dolores first becomes aware that the hero of her latest love affair is but a common bull-fighter. She is furious, and he carries her away to an isolated castle in the mountains where she has time to think over things in general and finally confesses her love for him.

Next morning they prepare to go to town to be married, but the girl streaks off down the road on her mount with Don Pedro in close pursuit. Again she had only been playing at love waiting for the opportunity to escape.

Now it is The Spaniard's chance to get furious. The chase leads him across fields and streams, high into the mountains into a bandit's den and—what?

It's all brought to the screen at the..... Theatre where "The

### Sure-Fire Action In "The Spaniard"

New Paramount Picture Coming to the Rialto Theatre

(Synopsis Story)

NO GENTLE moonlight serenading, but love that moves with the tempestuous spirit of the country—that's "The Spaniard," the new Raoul Walsh production for Paramount which comes to the..... Theatre next..... Ricardo Cortez, Jetta Goudal and Noah Beery are featured in the leading roles of the picture, an adaptation by J. T. O'Donohoe of the "best-seller" novel of the same name by Juanita Savage.

Here is a story of a ravishly beautiful society girl—Dolores Annesley—whose greatest delight is to seek and win the admiration and love of men that she may fling them aside, break their hearts, laugh them to scorn, when she has them completely enslaved.

To play at being in love, however, is a dangerous pastime, as Dolores learns when The Spaniard comes into her life. From the role of heartless conquerer she suddenly finds herself dominated by a master who "gets what he goes after."

Cortez, as The Spaniard, a 1925 model of the Sheik who can fight with his fists or with a gun, during a brief visit to London, becomes the idol of feminine society of the metropolis. He meets

Dolores. She repulses his ardent advances, but he smilingly informs her that he gets what he wants.

The scene shifts to Seville. Dolores, visiting relatives, attends a bull fight where the hero of the hour is—The Spaniard.

Then follows an expedition into the Sierras. Dolores and her "guide," Gomez, are caught in a storm. They seek refuge in an isolated castle. The girl is invited to dine with her unknown host and comes face to face with—"The Spaniard."

An attempt to escape puts The Spaniard into a rage and he orders Dolores to her room. He follows with a wicked looking whip. She faints away in his arms at the sight of it. Don Pedro undergoes a change of heart and promises to take the girl out riding. When preparations for the start are being made, Dolores mounts and, quick as a flash, slashes Don Pedro's horse across the flank and tears down the road with The Spaniard right after her. Across fields and streams the chase leads them until the girl



Noah Beery. Cortez, one of the fastest-climbing luminaries of the screen today, will be a star after this one. What "The Sheik" did for Valentino, "The Spaniard" will do for him.

#### Author

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Victor Milner, Raoul Walsh's regular photographer.

#### Type of Story

Fine romantic-drama in the colorful and thrilling background of Spain's national sport—the bull fight. An appealing love story that has a real thriller wrapped right up in it.

#### Theme

The two central figures are Dolores Annesley, a beautiful young society woman, high spirited and adventurous, but a born flirt, always looking for new hearts to conquer; and Don Pedro Barrego, a notorious bull-fighter who turns out to be a Spanish nobleman, a sort of 1925 model of the Sheik.

The plot revolves around the efforts of Don Pedro to tame the coquettish Dolores with whom he falls desperately in love. Dolores only laughs at him, but soon realizes to her sorrow that Don Pedro is a man of tremendous determination, daring and courage and absolutely ruthless in his method of getting what he wants. He kidnaps her and forces her to submit to his love-making.

In spite of the Spanish soldiery, in spite of her own efforts to escape, Don Pedro manages to keep her in his power until she finally yields and marries him.

#### Big Scenes

Two bull fights! Count 'em! These are not just part shots, but show everything of color and interest.

The meeting of Miss Goudal and Cortez in the magnificent London ball room. The isolated castle in the Pyrennes where "The Spaniard" holds the English beauty a prisoner.

The wild chase cross-country, ending with Cortez's spectacular fall. The flight from the bandits' stronghold. Cortez is wounded protecting the girl from their gun fire.

Jetta Goudal's outburst of uncontrollable jealousy when she finds Cortez, badly wounded, in his home in the arms of another woman—his sister. A fitting climax comes when the sister begs The Spaniard to quit the bull ring and to return home to his rightful place — a Count — Grandee of Spain.

#### Highlights

Never was there a picture that points out so vividly the extreme peril of a modern girl who amuses herself by "playing with fire." Never were the vital truths about life and love driven home with such telling, sledge-hammer blows.

You remember what "The Sheik" did in creating the class known as "sheiks." "The Spaniard" is going to create an even more popular class. "He's a Spaniard," is going to mean something after this picture is shown.

"The Spaniard" has action, drama, suspense, thrills—and on top of that there's a whale of a love story.

Ricardo Cortez  
in the Paramount Picture  
"The Spaniard"  
Production Mat 1PB

## "The Spaniard" a Fine Love-Drama

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Although she had deliberately set out to fascinate him, once she had succeeded in her object, Dolores only laughs at The Spaniard's protestation of love and twice refuses to marry him. When he vows he will yet conquer her, she pays no attention to him. To her he is merely another victim and disappointed lover.

While visiting relatives in Seville, Dolores attends a bull fight, at which the great matador, Fernandez, is the hero of the hour. The fight is packed with thrills, and at its conclusion the matador bows beneath the girl's box. She is humiliated to find that he is the hero of her ardent love adventure in London—The Spaniard.

In the picture, Beery has the role of Gomez, used by Don Pedro, The Spaniard, to decoy Dolores to his isolated castle in the mountains when she goes on an expedition into the mountains. Don Pedro tells Dolores that he means to hold her here until she has learned to love him.

After a fruitless attempt to escape, the girl sees that she will have to fall back on her woman's wit to out-guess The Spaniard. She brings him to believe that she has fallen in love with him at last, only to give him the slip on the morning they go out riding.

Dolores loses her way in the mountains and comes across a lone rider. She asks the way to town, and, instead, he directs her to a bandits' mountain stronghold where Gomez, Don Pedro's servant, banished by The Spaniard because he had caught him assisting the girl in her attempt to escape, is in command.

From this point the action builds to a climax that is a real thriller.

Emily Fitzroy, Renzo De Gardi, Bernard Seigel and Florence Renart are a few of the big names appearing in the supporting cast of the production.

IMAGINE a composite of "Blood and Sand" and "The Sheik" with the best features of both pictures—one gorgeous Spanish romance and you have—The Spaniard.

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The story from start to finish is full of drama. Its theme has to do with the taming of a beautiful and notorious bull fighter who turns out to be a member of nobility.

A tale of love and daring and high-hearted romance. Ricardo Cortez is "The Spaniard"; Jetta Goudal, ravishing French beauty, is the girl. Noah Beery has a bandit role. This man Cortez is coming like a whirlwind. This picture should make him a star.

#### CAST

Don Pedro De Barrego (The Spaniard)

|                         |                 |
|-------------------------|-----------------|
| Dolores Annesley.....   | Ricardo Cortez  |
| Gomez.....              | Noah Beery      |
| Senora De La Carta..... | Mathilda        |
| Count De Albaveque..... | Renzo De Gardi  |
| Maria.....              | Emily Fitzroy   |
| Manuel.....             | Bernard Seigel  |
| Consuelo.....           | Florence Renart |

## Short Synopsis

DON PEDRO DE BARREGO, the Spaniard, during a brief stay in London has feminine society at his feet. But on the eve of his return to Spain, he meets his match as a heart-breaker in English society beauty, Dolores Annesley. The Spaniard's impetuous wooing arouses the resentment of the flirtatious Dolores. She pulses him haughtily but his habitual smiling self-confidence is in no way shattered. "I get what I want," he tells her suavely.

While on a visit to Seville, Dolores goes to see a bull fight. The fight is a thriller, and the girl is humiliated when she recognizes the hero of the hour as Don Pedro.

During an expedition to the mountains, Dolores is induced by guide, Gomez, to accompany him on a visit to the Chapel of Jew. They are caught in a storm and seek shelter in an isolated castle. The girl is invited to dine with her unknown host, and in the dining room she finds—Don Pedro. He tells her that he intends to hold her a prisoner until she has learned the meaning of love.

Left alone for a time, Dolores enlists the aid of the "guide" who has eyes for the pretty English girl himself. The Spaniard ruins their plans and throws Gomez out of the castle. There is a secret between Dolores and Don Pedro. He orders her to leave her room and follows with a wicked looking whip.

Anxious to make amends for his harshness, Don Pedro consents to take Dolores riding. Dolores mounts and, as she does so, slashes the Spaniard's horse across the flank. Like a flash she dashes madly down the road. Don Pedro follows her cross country, over streams and fences in a perilous, exciting chase which ends in a spectacular fall for The Spaniard.

Losing her way to town, Dolores seeks directions of a solitary horseman. He decoys the girl to a bandit hang-out, a ruined fortress where Gomez is in command.

The Spaniard arrives on the scene, sees the goings on inside. Two daggers flash through the window, pinning Gomez to the wall. Dolores escapes through a window, and Don Pedro rides off with her. He is wounded in the shoulder by one of the bandits, aroused by Gomez's cries of pain.

Don Pedro is deeply hurt at Dolores' pretense at love, and tells her that she is free to leave him.

Despite his wound, The Spaniard engages in a bull fight on the following day. Dolores is present, heavily veiled, and betrays great anxiety as Don Pedro fights an unequal battle. He kills the bull but sinks to the ground in a faint.

Her anxiety conquering her pride, Dolores goes to the Spaniard's home to find him in the arms of another woman. An outburst of uncontrollable jealousy reveals her love for Don Pedro. He explains that the lady is his sister who has come to persuade him to give up the ring and take his rightful place as a grandee of Spain. Then he introduces Dolores to his sister as "the future Countess."



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**CAST**  
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Jetta Goudal  
Noah Beery  
Mathilda Mandage  
Renzo Gardi  
Emory Fitzroy  
Bernard Seigel  
Florence Renart

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Have a fellow register as "The  
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Book tie-up. Tell local book-  
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Arrange window displays. Get  
dealers to mention in their news-  
paper advertising that the screen  
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.....on such and such a date.  
Have some tickets resembling  
tickets to a bull fight printed.  
Use Spanish expressions. Perhaps  
show a small scene of Cortez in  
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Theatre will be given."

"Made by the director of 'The  
Thief of Bagdad'."  
"A combination of 'Blood and  
Sand' and 'The Sheik'."  
These are two lines that ought  
to get them.  
"Learn to do the tango in a fash-  
ion that would make even THE  
SPANIARD green with envy by  
the.....method."  
Street stunts: Have a man go  
about town dressed as a Spanish  
don. He could tell passers-by that  
he is THE SPANIARD to be seen  
at the.....Theatre.  
Or, get several men dressed as  
toreadors to drive about town in  
an open barouche, suitably pla-  
carded.  
Of course, have the tango done  
as a prologue. Someone might  
even play a Spanish guitar.  
Newspaper teasers: "THE  
SPANIARD is coming to town.  
Watch out for him."  
"Are you a SPANIARD?"  
"What is a SPANIARD?"  
The idea is to establish the word  
"spaniard" just as "sheik" and  
"swan" were established.

**"The Spaniard," With Big  
Featured Cast, Due Here**  
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Next morning they prepare to  
go to town to be married, but the  
girl streaks off down the road on  
her mount with Don Pedro in close  
pursuit. Again she had only been  
playing at love waiting for the op-  
portunity to escape.  
Now it is The Spaniard's chance  
to get furious. The chase leads  
him across fields and streams, high  
into the mountains into a bandit's  
den and—what?  
It's all brought to the screen at  
the.....Theatre where "The  
Spaniard" will remain for.....  
days.



**"THE SPANIARD"**

*A Paramount Picture*

**T**HE Spaniard" is the  
greatest of all Spanish  
romances. One long, breath-  
less, unforgettable thrill!

*One-column Press Ad 1A*

for Paramount which comes to the  
.....Theatre next.....  
Ricardo Cortez, Jetta Goudal and  
Noah Beery are featured in the  
leading roles of the picture, an  
adaptation by J. T. O'Donohoe of  
the "best-seller" novel of the same  
name by Juanita Savage.  
Here is a story of a ravishly  
beautiful society girl—Dolores  
Annesley—whose greatest delight  
is to seek and win the admiration  
and love of men that she may fling  
them aside, break their hearts,  
laugh them to scorn, when she has  
them completely enslaved.  
To play at being in love, how-  
ever, is a dangerous pastime, as  
Dolores learns when The Spaniard  
comes into her life. From the role  
of heartless conquerer she sudden-  
ly finds herself dominated by a  
master who "gets what he goes  
after."  
Cortez, as The Spaniard, a 1925  
model of the Sheik who can fight  
with his fists or with a gun, dur-  
ing a brief visit to London, be-  
comes the idol of feminine society  
of the metropolis. He meets  
Dolores. She repulses his ardent  
advances, but he smilingly informs  
her that he gets what he wants.  
The scene shifts to Seville.  
Dolores, visiting relatives, attends  
a bull fight where the hero of the  
hour is—The Spaniard.  
Then follows an expedition into  
the Sierras. Dolores and her  
"guide," Gomez, are caught in a  
storm. They seek refuge in an  
isolated castle. The girl is invited  
to dine with her unknown host  
and comes face to face with—"The  
Spaniard."  
An attempt to escape puts The  
Spaniard into a rage and he or-  
ders Dolores to her room. He  
follows with a wicked looking  
whip. She faints away in his arms  
at the sight of it. Don Pedro  
undergoes a change of heart and  
promises to take the girl out rid-  
ing. When preparations for the  
start are being made, Dolores  
mounts and, quick as a flash,  
slashes Don Pedro's horse across  
the flank and tears down the road  
with The Spaniard right after her.  
Across fields and streams the  
chase leads them until the girl  
comes to a ruined wall. Her  
horse clears it. Don Pedro's  
mount stumbles. Horse and rider  
come to the ground with a thud.  
Losing her way in the moun-  
tains, Dolores meets a rider who,  
instead of directing her to town,  
decoys her to a bandit stronghold  
where Gomez, ousted by The Span-  
iard for attempting to assist the  
girl to escape, is in command. She  
is held a captive.  
Arriving at the fortress, Don  
Pedro peers through a window and  
sees Dolores struggling in Gomez's  
arms. He effects her rescue in a  
most unusual and thrilling man-  
ner. In protecting the girl from  
the rain of bullets that follows  
their flight, Don Pedro is wounded  
in the shoulder.  
The Spaniard attempts to hide  
his body wound, but discloses the  
wound in his heart because of  
Dolores' pretense at love. He re-  
turns her to the castle and tells  
her she is free to leave on the  
coach next day. She does so.  
Despite his wounded shoulder,  
Don Pedro engages in a bull fight  
the following day. Dolores, heav-  
ily veiled, is present and betrays  
great anxiety as The Spaniard  
fights a thrilling but unequal  
fight.  
How Don Pedro, suffering pain-  
fully from his wound, fares in the  
bull ring, and how Dolores, in an  
amazing manner, discloses her  
true love for him form a real  
smash climax for the production.





# THE SPANIARD THESE ATTRACTIVE ADS

Your exchange has mats of all the ads and production scenes; also cuts of one and two

ADOLPH ZUKOR  
JESSE L. LASKY  
PRESENT

## "THE SPANIARD"



WITH

**RICARDO CORTEZ,**  
JETTA GOUDAL AND NOAH BEERY

THE SPANIARD is the 1925 model Sheikh. Volcanic lover, daring toreador, tamer of women, hero of a thrilling romance of society and the bull-ring.

Magnificently produced by the man who made "The Thief of Bagdad"

From the novel by Juanita Savage  
Screen play by J. T. O'Donoghue

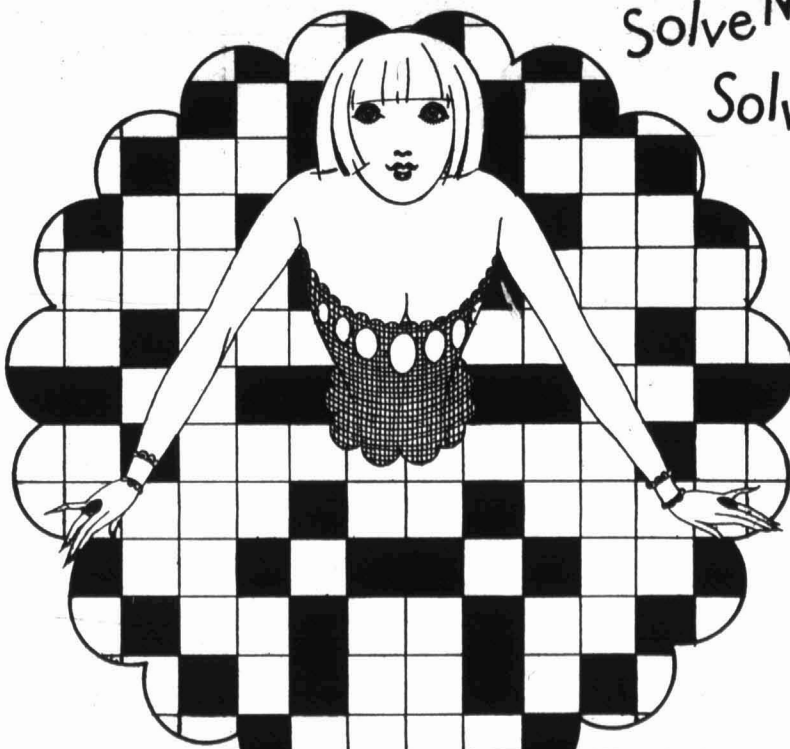
A  
Paramount  
Picture

A  
**RAOUL WALSH**  
production

Four-column Newspaper Advertisement 4A

## THE FAMOUS FORTY

Solve Me!  
Solve Me!



## CROSSWORD

|    |    |    |    |    |    |
|----|----|----|----|----|----|
| 1  | 2  | 3  | 4  | 5  | 6  |
| 12 |    |    |    |    |    |
| 14 |    |    |    | 15 |    |
| 18 |    |    |    | 19 |    |
| 22 |    |    |    |    |    |
|    |    | 27 |    |    | 28 |
|    | 31 |    |    |    |    |
| 32 |    | 33 |    |    |    |
| 36 | 37 |    |    | 39 |    |
| 42 |    | 43 |    | 44 | 45 |
| 47 |    |    | 48 |    | 49 |
| 51 |    |    |    | 52 |    |
| 54 |    |    |    |    |    |

HORIZONTAL



# “The Spaniard” FIVE ADS WILL SELL SEATS

scenes; also cuts of one and two-column ads, and supplementaries. Price List, Page 4.



**“The Spaniard”**  
WITH  
**RICARDO CORTEZ,**  
**JETTA GOUDAL AND NOAH BEERY**

**“The Spaniard”** is  
the 1925 model Sheik.  
A fanatic lover, daring  
and tamer of women,  
a thrilling romance  
of society and the bull-  
fight.  
Magnificently produced  
by the man who made  
“Thief of Bagdad.”  
The novel by Juanita Secord  
play by J. T. O'Donoghue

**RAOUL WALSH**  
production

ADOLPH ZUKOR  
JESSE L. LASKY  
PRESENT

# “The Spaniard”

WITH  
**RICARDO CORTEZ,**  
JETTA GOUDAL AND NOAH BEERY

COME and meet  
the screen's most  
fascinating lover.  
In London ball-  
room or Spanish bull-  
ring, his daring will  
amaze and startle you.  
Screened against a  
background of lavish  
settings and society  
splendor.

A  
**RAOUL WALSH**  
production

Three-column Newspaper Advertisement 3A

## Ad or Program Paragraphs

What “The Sheik” did for Valentino, “The Spaniard” will do for Cortez.

A tempestuous love-drama even better than “The Sheik.”

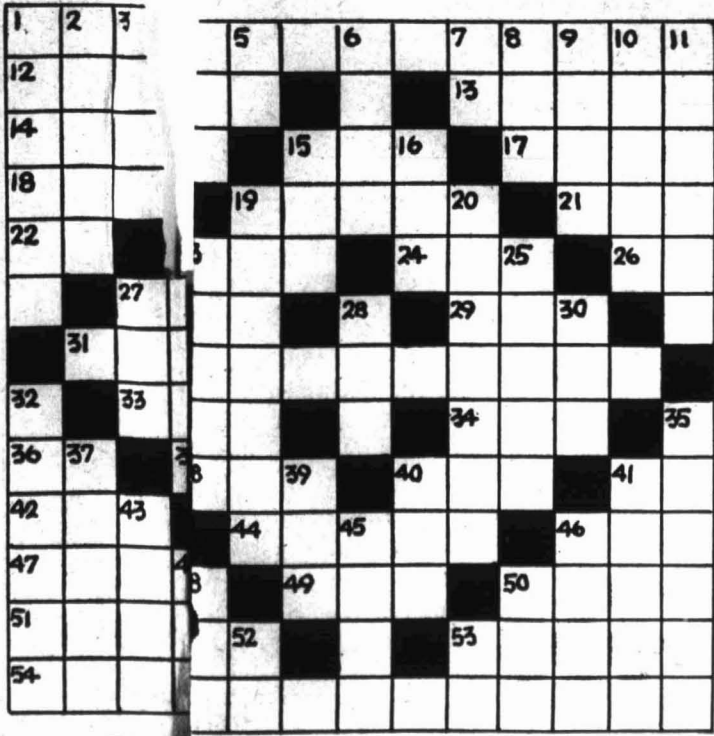
Do women prefer the caveman type of lover? See “The Spaniard.”

Is there someone whose love you would like to win? “The Spaniard” will show you how.

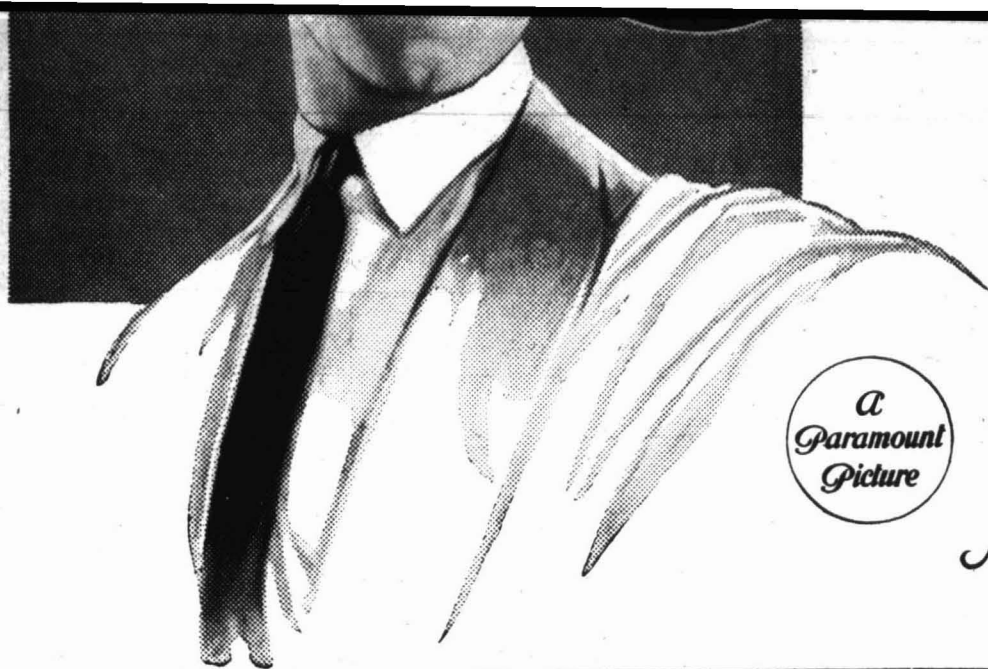
The whole art of modern love-making is exposed in “The Spaniard.”

The most amazing bullfight ever screened is in “The Spaniard.” And it's REAL.

## CRC'S WORD PUZZLE



HORIZONTAL  
1. First and last  
TAL  
VERTICAL



the 1925 model  
Volcanic lover,  
toreador, tamer of wild  
hero of a thrilling roma  
of society and the  
ring.

Magnificently produced  
by the man who made  
"The Thief of Bagdad"

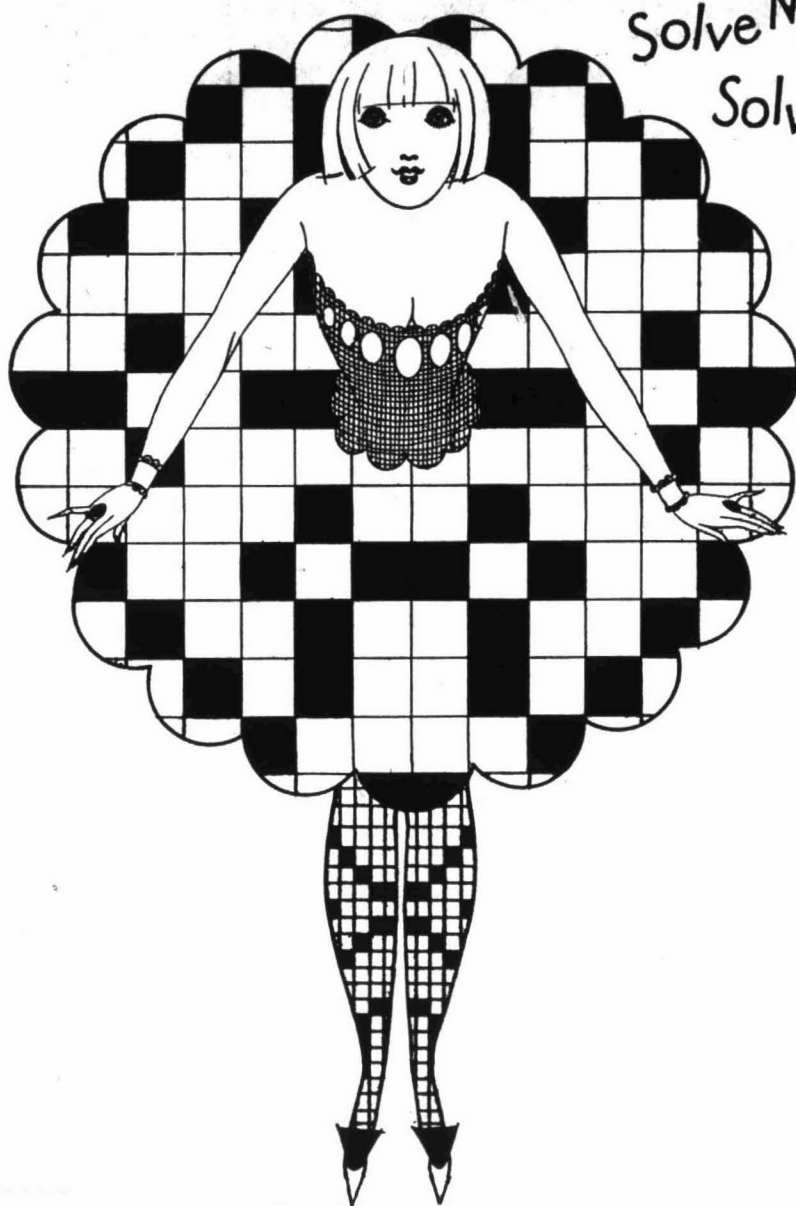
From the novel by Juanita  
Screen play by J. T. O'Donoghue

A  
**RAOUL WALSH**  
production

Four-column Newspaper Advertisement 4A

# THE FAMOUS FORTY

Solve Me!  
Solve Me!



**CROSSWORD**  
PUZZLE BOOK

**PARAMOUNT EXHIBITORS:** Above is shown, in actual size, the cover of the handsome 48-page Crossword Puzzle Book prepared for you so that you can turn a nation-wide fad into dollars. Each page contains a crossword puzzle on one of the Second Famous 40 Paramount Pictures, including the name of the picture spelled out letter for letter. Great for prize contests and scores of other exploitation purposes. Eight cents per book. Two-column mats of each Puzzle are also available. One-column mats of solution may be had upon request.

## CROSSWORD



### HORIZONTAL

1. First and last name of famous movie director
2. A crystalline powder
3. A mark
4. Flat side of anything
5. A small mound used in golf
7. To aid
8. A kitchen utensil
9. Cares (Scot.)
11. Rested
12. And (French)
13. To shout out
14. A rodent
15. Non licet (abbr.)
16. Rock containing metal
17. To compete
18. The man from Spain (two words)

### VERTICAL

1. Masculine (abbr.)
2. A western State (abbr.)
3. Unmarried (abbr.)
4. Encountered
5. Southern constellation
6. A river in Italy
7. A groove
8. Sediments of liquids
9. Distant
10. A flat plate of stone
11. Frozen water
12. The Orient
13. A volume of maps
14. One of the senses
15. The first and last names of a famous movie actor.

THE SPANIA

Two-column Press Advertisement



Two-column Supplement



1925 model sheik.  
canic lover, daring  
or, tamer of women,  
a thrilling romance  
society and the bull-  
nificantly produced  
the man who made  
Thief of Bagdad!"  
the novel by Juanita Savage  
play by J. T. O'Donohoe

RAOUL WALSH  
production



A  
RAOUL WALSH  
production  
A  
Paramount  
Picture

Three-column Newspaper Advertisement 3A

## Ad or Program Paragraphs

What "The Sheik" did for Valentino, "The Spaniard" will do for Cortez.

A tempestuous love-drama even better than "The Sheik."

Do women prefer the caveman type of lover? See "The Spaniard."

Is there someone whose love you would like to win? "The Spaniard" will show you how.

The whole art of modern love-making is exposed in "The Spaniard."

The most amazing bullfight ever screened is in "The Spaniard." And it's REAL.

"The Spaniard" is an even more fascinating lover than "The Sheik."



### 'The SPANIARD'

RAOUL WALSH  
PRODUCTION  
WITH  
RICARDO CORTEZ  
JETTA GOUDAL  
NOAH BEERY  
PRESENTED BY  
ADOLPH ZUKOR  
JESSE L. LASKY  
A Paramount Picture

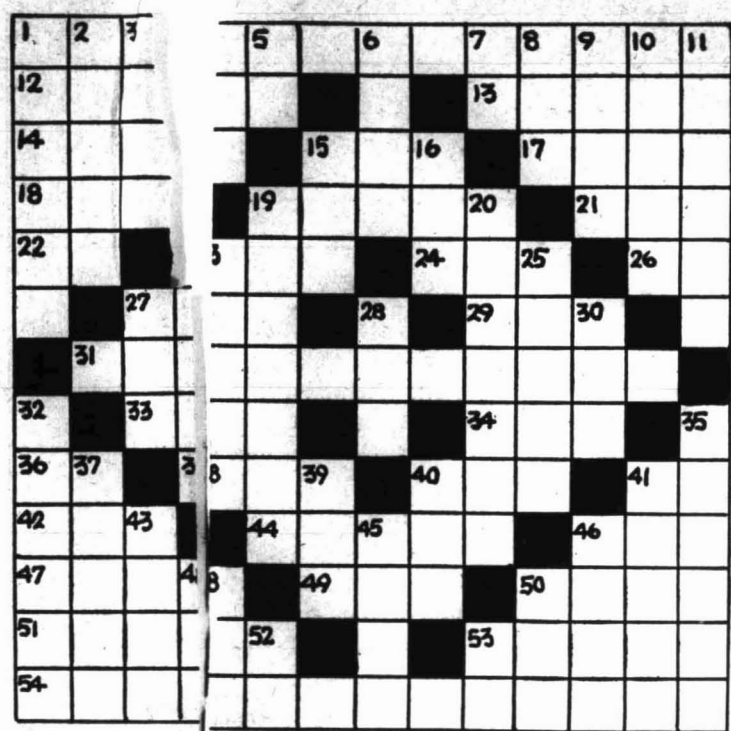
REST  
of  
BILL

NO man can make me love him," says the beautiful society heiress. And then she meets "The Spaniard," the 1925 Sheik. And when they clash—there's ACTION.

From the novel by Juanita Savage-Screen play by J. T. O'Donohoe

Two-column Supplementary Press Ad 2ASX

## CRC 5 WORD PUZZLE



### HORIZONTAL

1. First and last name of famous movie director
12. A crystalline powder
13. A mark
14. Flat side of anything
15. A small mound used in golf
17. To aid
18. A kitchen utensil
19. Cares (Scot.)
21. Rested
22. And (French)
23. To shout out
24. A rodent
26. Non licet (abbr.)
27. Rock containing metal
29. To compete
31. The man from Spain (two words)

### VERTICAL

1. Occur
2. Brilliancy of conduct
3. Mixed color
4. Part of a bridle
5. Printer's measure
6. A large plant
7. Right (abbr.)
8. Period of time
9. Seizes suddenly
10. A body of water
11. To provoke
15. To attempt
16. Ever (poetic)
19. Clothed
20. Those who save
23. A dairy product
25. A coronet
27. Unit of electrical resistance
28. Adult male
30. Before (poetical)
32. A treasurer
35. Conqueror of Mexico
37. Many (combining form)
39. Three (prefix)
40. Era
41. Adhesive mixture
43. A soft mineral
45. To imitate
46. Speedy
48. Cry of sheep
50. Organ of hearing
52. Senior (abbr.)
53. Toward

THE SPANIARD

Two-column Press Advertisement 2AX



ADOLPH ZUKOR  
JESSE L. LASKY  
PRESENT  
RAOUL WALSH  
production

## 'The Spaniard'

WITH  
RICARDO CORTEZ,  
JETTA GOUDAL and NOAH BEERY  
A Paramount Picture



Two-column Supplementary Press Ad 2AS



ADOLPH ZUKOR  
JESSE L. LASKY  
PRESENT

# "The Spaniard"

RICARDO  
JETTA GORDON

THE woman does  
Spaniard, handsome  
"No man can make  
heiress, beautiful, un-  
And so the duel of  
ballroom of a fashion  
He makes love to her  
follows her over Europe  
But see "The Spaniard"  
Thief of Bagdad," making  
title-rôle and Jetta Gordon  
Noah Beery is in the cast  
Meet "The Spaniard"





# The Spaniard

WITH

**RICARDO CORTEZ,**

**JETTA GOUDAL AND NOAH BEERY**

**T**HE woman does not exist whom I cannot tame!" boasts The Spaniard, handsome, aristocratic, lover of many fair ones.

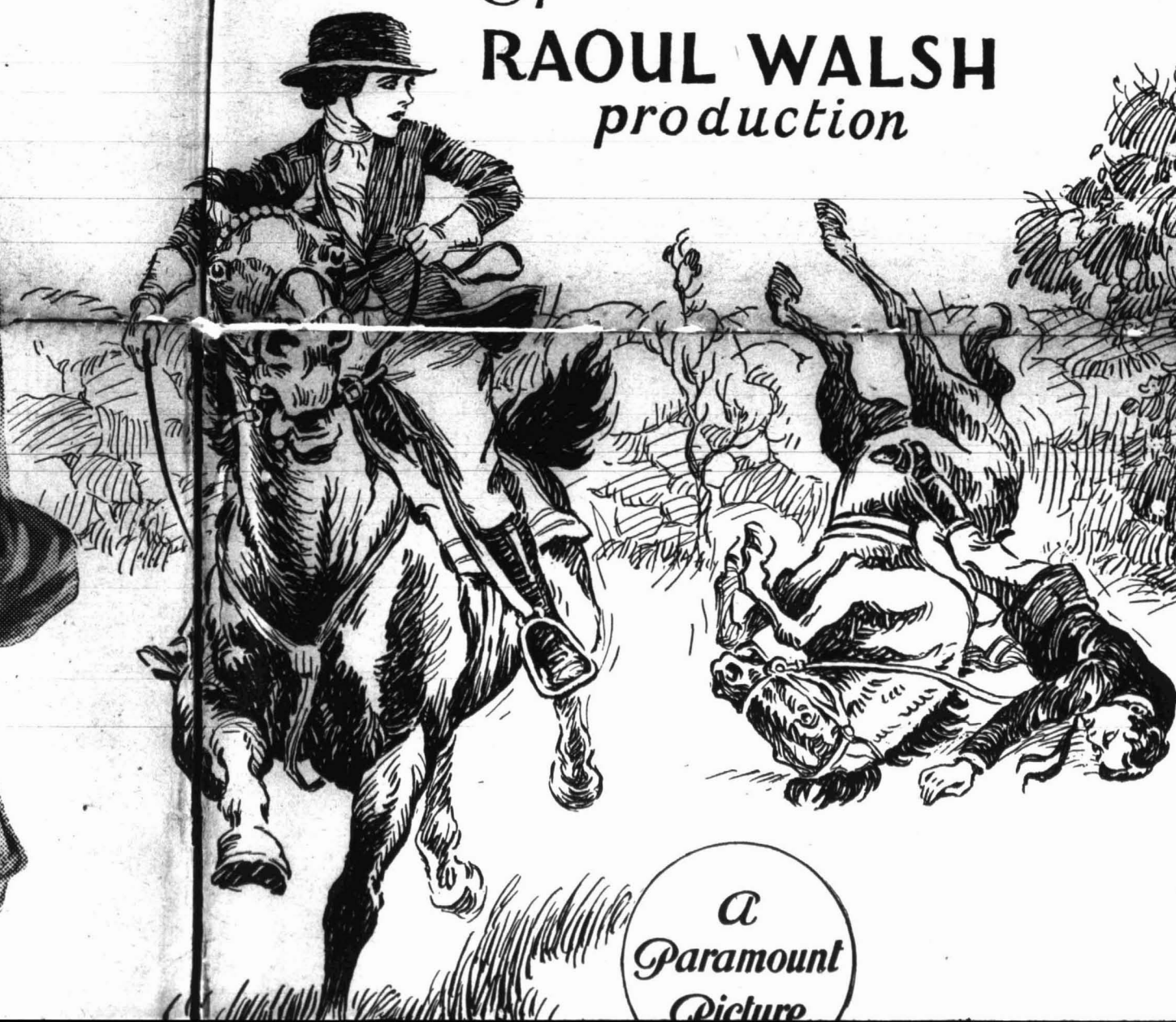
"No man can make me love him!" retorts Dolores Annesley, heiress, beautiful, unconventional, impulsive.

And so the duel of hearts and wits between them starts. In the ballroom of a fashionable London hotel The Spaniard meets her. He makes love to her wildly—and she laughs at him. Aroused, he follows her over Europe. In a hut in the Pyrenees they meet and—

But see "The Spaniard"! Raoul Walsh, who produced "The Thief of Bagdad," made the picture. Ricardo Cortez is seen in the title-rôle and Jetta Goudal, the ravishing French beauty, is the girl. Noah Beery is in the cast too.

Meet "The Spaniard!" You'll be thrilled!

*A*  
**RAOUL WALSH**  
*production*



*A*  
**Paramount**  
*Picture*





banro  
ces love to her  
He ma her over Euro  
follow see "The Sp  
Bu f Bagdad," ma  
Thief e and Jetta G  
title-rô eery is in the  
Noah et "The Spania  
Me



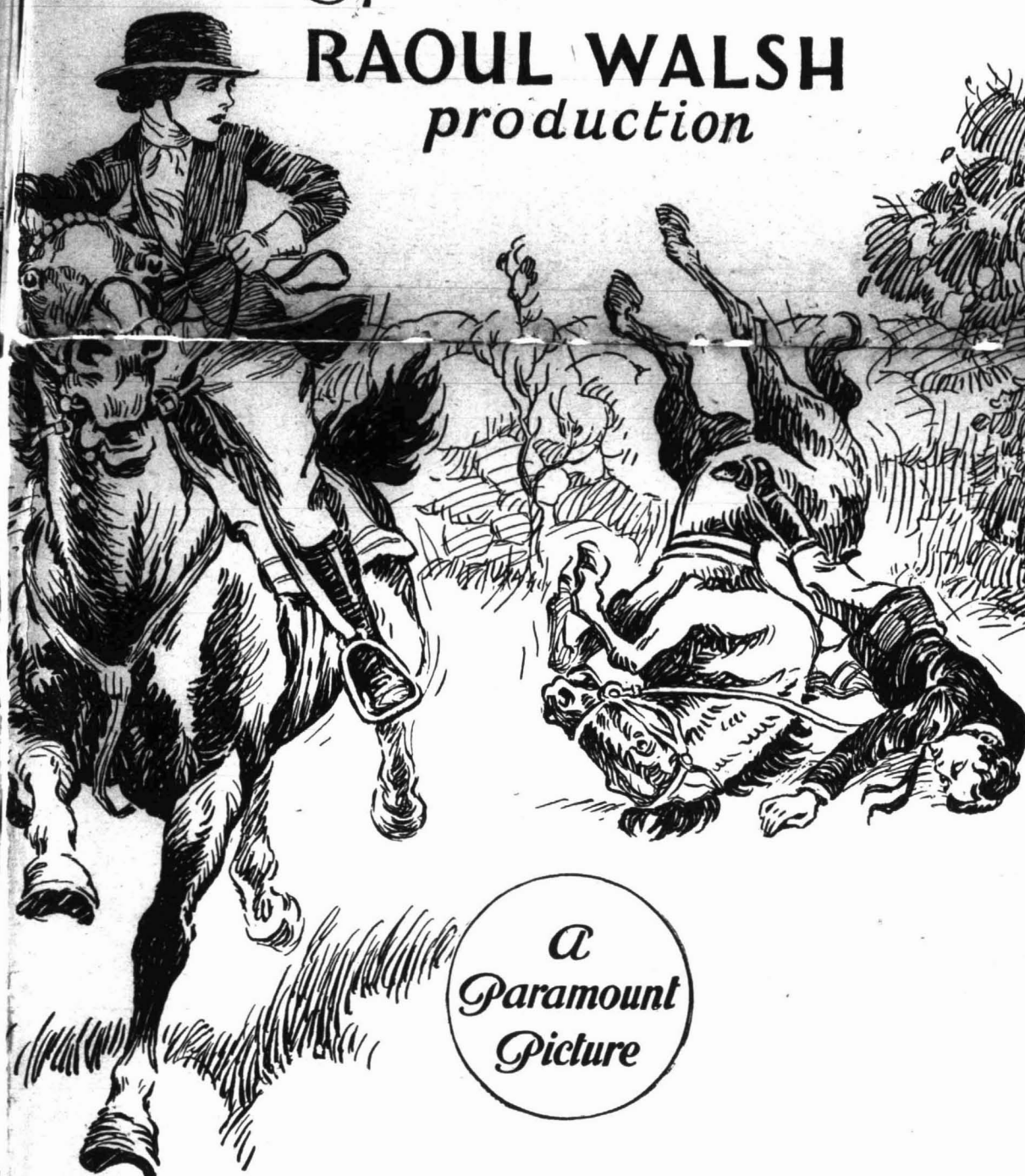
Playing Dates,  
Other Features

# THEATRE



An of a fashionable London hotel The Spaniard meets her.  
 ballro... loves love to her wildly—and she laughs at him. Aroused, he  
 He ma... her over Europe. In a hut in the Pyrenees they meet and—  
 follows... see "The Spaniard"! Raoul Walsh, who produced "The  
 Bu... Bagdad," made the picture. Ricardo Cortez is seen in the  
 Thief... and Jetta Goudal, the ravishing French beauty, is the girl.  
 title-r... eery is in the cast too.  
 Noah... et "The Spaniard!" You'll be thrilled!  
 Me...

# A RAOUL WALSH production



A  
 Paramount  
 Picture

From the novel by Juanita Savage  
 Screen play by J. T. O'Donohoe

# TRE NAME

Playing Dates,  
 Other Features



# USE THESE AIDS AND PLA

"If It's Worth Running, It's Worth

## Special Herald

If you want to line the crowds up at the box-office, here's how!

The cut on the right shows the double-page center spread, actual size.

But you don't get the effect in black and white.

You have to see the original, done in a vivid black and red color combination, printed on extra heavy stock and handsomely embossed.

*A tempestuous love-drama bet*



With  
RICARDO  
CORTEZ  
and JETTA  
GOUDAL  
from the novel by  
VANITA SAVAGE  
screen play by  
T. O'DONOHUE

THE  
SPANIARD  
RAOUL WALSH  
A Paramount Picture

## TWO TRAILERS

National Screen Service, Inc., issues Service and De Luxe Trailers on "The Spaniard."

They were prepared by the Paramount production and advertising department in cooperation with National Screen Service, Inc., and are distributed exclusively by the latter concern. An exhibitor who is not a trailer user is overlooking a wonderful bet.

For list of National Screen Service, Inc., offices, see Price List on Poster Page.





# "The Spaniard" S AND PLAY TO CAPACITY

th Running, It's Worth Advertising"



love-drama better than "The Sheik"



With  
RICARDO  
CORTEZ  
and JETTA  
GOUDAL

from the novel by  
FRANITA SAVAGE  
screen play by  
JOHN O'DONOHUE

Adolph Zukor and  
Jesse L. Lasky present

THE

# SPANIARD

RAOUL WALSH PRODUCTION  
A Paramount Picture

## A Real Flash

The cover of this herald, strikingly colored and embossed, is different from any herald cover you've ever seen.

Plenty of space on the back page for your theatre name, play dates, etc.

Every page screams box-office, and, if you call yourself a showman, you'll hop on it.

Only \$5.00 per 1,000.

Ask your local Ad Sales Manager to show you a sample.

## Four - Page Roto Magazine



ADOLPH ZUKOR and JESSE L. LASKY present  
RAOUL WALSH  
PRODUCTION

WITH  
RICARDO CORTEZ  
JETTA GOUDAL  
NOAH BEERY

# NIARD

A Spanish love-  
drama more romantic



black and white.

You have to see the original, done in a vivid black and red color combination, printed on extra heavy stock and handsomely embossed.



## TWO TRAILERS

National Screen Service, Inc., issues Service and De Luxe Trailers on "The Spaniard."

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Ricardo Cortez and Jetta Goudal in the Raoul Walsh Production "The Spaniard" A Paramount Picture.

Two-column Production Mat 2P



A Spanish love-drama more romantic than the "The Sheik," more exciting than "Blood and Sand," more entertaining than both of them together!

OTHER FEATURES

Two-column Newspaper Advertisement 2A

See other production scene on page one.



Ricardo Cortez and Jetta Goudal in "The Spaniard," A Paramount Picture

Production Mat 1PA



Ricardo Cortez, Jetta Goudal and Noah Beery in the Raoul Walsh Production "The Spaniard," A Paramount Picture

Three-column Production Mat 3P





# THE SPANIARD

RAOUL WALSH PRODUCTION  
A Paramount Picture

Every page screams box office, and if you call yourself a showman, you'll hop on it.

Only \$5.00 per 1,000.

Ask your local Ad Sales Manager to show you a sample.



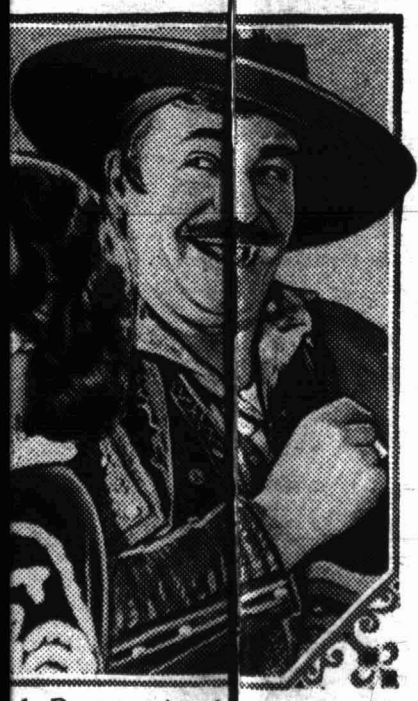
ADOLPH ZUKOR and JESSE L. LASKY present

**RAOUL WALSH**  
PRODUCTION  
WITH  
**RICARDO CORTEZ**  
**JETTA GUDAL**  
**NOAH BEERY**

## THE SPANIARD

A Spanish love-drama more romantic than the "The Sheik," more exciting than "Blood and Sand," more entertaining than both of them together!


paper Advertisement 2A



ah Beery in the  
A Paramount Picture

at 3P

## Four - Page Roto Magazine



### Screen Scrapbook



RICARDO CORTEZ  
as *The Spaniard*  
A Paramount Picture

Ask your local Ad Sales Manager to explain the many tie-up angles to this roto and also how you can convert the back page into a wonderful dividend-paying proposition.

A thousand for only \$7.50. Investigate!





# "The Spaniard" GET THE PAPERS TO PRINT

Clip the stuff you want on this page and send it to the editors.

Additional

## 'Spaniard' Colorful Romance

**Raoul Walsh Production for Paramount  
Film Version of "Best-Seller" Novel**

(Synopsis Story)

THROUGHOUT the ages the name Spain has been almost a synonym for romance. Its long list of national traditions and customs, its colorful manner of dress, its liquid, resonant language, its dark-eyed senoritas and dashing young senors all tend, in life and in story, to entrance and hold the romantic.

The very height of color and life in Spain centers at the great sporting classics of the year—the bull fights. It is this national pastime that furnishes the colorful background of "The Spaniard," the new Raoul Walsh Paramount production, which will be the feature at the Theatre next.

Ricardo Cortez, Jetta Goudal and Noah Beery are featured in the leading roles of the picture, a screen version of the immensely popular novel of the same name by Juanita Savage, which was adapted for the screen by J. T. O'Donohoe.

In the beginning of the picture, Cortez, during a brief visit to London, becomes the idol of feminine society of the metropolis. On the eve of his departure for Spain, he meets his match as a breaker of hearts in Jetta Goudal, an English society beauty. She repulses his ardent wooing but he never loses his smiling self-confidence, and lets her know that his motto is to get what he wants.

A little later, while on a visit with relatives in Seville, Miss Goudal witnesses a bull fight at which the great matador, Fernandez, is the hero of the hour. At the conclusion of the fight the matador bows beneath Miss Goudal's box and she recognizes Cortez.

During an expedition to the Pyrenees, Miss Goudal is induced by a guide, Noah Beery, to accompany him on a visit to the Chapel of the Jewels. They are caught in a storm and seek refuge in an isolated castle, which proves to belong to Cortez. He tells her that he intends to hold her prisoner until she has learned the meaning of love. She is placed in custody of a trusted servant, Emily Fitzroy.

Miss Goudal seeks to persuade Beery, the supposed "Guide," who deceived her to the castle, to help her to escape. Beery, although in terror of his master, Cortez, hopes to secure Miss Goudal for himself, and consents to assist her. Their attempted escape is frustrated by Cortez, who orders Beery under the branding iron in sight of Miss Goudal. Just as the hot iron is about to be applied, Miss Goudal pleads for Beery, herself taking all blame for the attempted escape. Cortez orders her to her room and has Beery thrown from the castle.

Anxious to make amends for his harshness, Cortez consents to take Miss Goudal riding. The girl is mounted. Cortez is about to mount his horse, when Miss Goudal slashes the animal across the flank, causing it to rear and plunge. Like a flash she dashes madly down the road. Cortez makes a hasty recovery and is after her, over streams and fences in a perilous and exciting chase that leads the pair of them to a bandit stronghold in the mountains, where Beery is in command.

How Cortez effects the girl's escape, though he is himself wounded in the get-away, furnishes no little action in the scenes that follow.

The surprise climax, in which Cortez is revealed as a Spanish nobleman, is great.

Emily Fitzroy, Renzo De Gardi, Mathilda Brundage, Bernard Seigel, and Florence Renart complete the cast playing in support of the principals.

## New Film by Director Of "Thief of Bagdad"

"The Spaniard," a Paramount picture, produced by Raoul Walsh, director of "The Thief of Bagdad," comes next.....for a....days' run to the.....theatre.

Ricardo Cortez, Jetta Goudal and Noah Beery are featured in the picture, written for the screen by J. T. O'Donohoe from the novel of the same name by Juanita Savage.

Walsh, who, besides the Fairbanks picture, has to his credit such successes as "Regeneration," "Kindred of the Dust" and "The Honor System," obtained his first knowledge of the directorial game under the watchful eye of no less a personage than D. W. Griffith, and his experience dates back to the old Biograph days, when he often played the dual role of actor and director.

"The Spaniard" is the story of a bull-fighter, the idol of Spain. He is in reality a member of one of his country's foremost families. In London he gets the reputation of being quite a lady-killer. While there he meets Miss Goudal, playing the English society girl, Dolores Annesley, who also has quite a line of broken hearts to her credit. It's a case of Greek meeting Greek. And it's sure great while it lasts, girls!

## Here's a New One for Cross-Word Puzzle Fans

Cross-word puzzle fans soon will be asking for a word of eight letters meaning "a new type of lover." The correct word is "Spaniard."

To say that a man is "a Spaniard" does not now mean that he is a native to Spain. It means that he is handsome in appearance, daring in manner, noble in sentiment, incontestable in honor and irresistible in love.

The inspiration for the term is Ricardo Cortez' title role in "The Spaniard," the new Raoul Walsh production for Paramount, due on.....at the.....Theatre.

Hollywood folk who have watched motion picture add words to the American vocabulary, predict that soon after this picture is shown the phrase "He's a Spaniard!" will sweep into immediate popularity just as did the word "sheik" come into use after the picture by that name.

Cortez is featured with Jetta Goudal and Noah Beery in "The Spaniard," which is a picture version of the novel of the same name by Juanita Savage.

There's a big cast playing in support.

## Cortez a Toreador in New Production for Paramount

Ricardo Cortez treats raging bulls and beautiful society debs in much the same fashion in his title role in the Paramount picture, "The Spaniard," which will be shown on.....at the.....Theatre. It is a Raoul Walsh production, based on the immensely popular novel of the same name by Juanita Savage.

## SPECIAL

### Enter the Matador!

THE matador, master of maddened bulls, is, perhaps, the greatest of all national heroes.

Matching speed of human brain and limb against a wild, baited beast, only a slender steel blade standing between him and sickening mutilation, the matador surpasses all other national idols.

The roar of the American throng paying homage to the superman of the baseball diamond or the football field dies to a whisper before the thunder of applause with which Spain greets its favorite of the bull ring. The most colorful gathering at the Epsom Downs derby or the Yale-Harvard gridiron classic fades to drab tones compared with the kaleidoscopic brilliance of the arena in Madrid on a summer holiday.

Those unacquainted with the history of Spain and the character of its people find it difficult to understand the intense national feeling of affection behind the beloved matador or bull fighter of the Land of Alhambra. The heroes of other countries pale under the honors, glory and worship deluged upon the head of a popular matador by the great mass of the Spanish people.

In Spain the matador is a sovereign in the field of sports. He is held to be without an equal in any field of endeavor, and is, in the universal opinion of his countrymen, the acme of sheer intellect and skill.

It is difficult to picture him in words that will leave an accurate impression of his greatness. Only on the screen can a clear conception be given of the real matador. A graphic characterization of this unusual personality is to be seen in "The Spaniard," with Ricardo Cortez in the title role. This Paramount picture is said to give to the world the historic matador as he really is in all phases of his exciting career, carried through a colorful and accurate story.

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It is against the colorful background of the bull-fight that much of the action in the picture takes place. Raoul Walsh, the producer, is claimed to have brought to the screen all the spectacle and human interest of this great national sport of Spain.

Emily Fitzroy and others appear in the supporting cast of the production, which was adapted for the screen by J. T. O'Donohoe.

## Cortez a 1925 "Sheik" In "The Spaniard" Film

Here is a new type that threatens to equal if not outrival the "sheik" and the "flapper." The new editions of modern American vocabularies have added the very latest of classifications—the Spaniard. As a native or citizen of Spain, the Spaniard is erased from American speech.

In its place we now find the new type of lover—the Spaniard. He is all man, the cynosure of feminine eyes. Handsome, but not sleek. Distinctly dressed but no extremes. Appealing personality, undaunted courage, excellent ability in many endeavors, and a man among men as well as women. That's "The Spaniard."

It all started with the appearance of a screen type in the person of Ricardo Cortez, in the title role of the new Paramount picture, "The Spaniard." Girls the country over are learning about it and looking for such types in real life.

## Big Featured Cast In "The Spaniard"

Ricardo Cortez, Jetta Goudal, Noah Beery, in New Film

RICARDO Cortez, Jetta Goudal and Noah Beery are featured in the new Raoul Walsh production, "The Spaniard," due at the.....Theatre for a run of.....days of.....next. The name by Juanita Savage, brings Cortez to the screen in the role of a bull-fighter, who turns out to be a grandee of Spain.

The story has a beautiful English society girl, a born flirter, who has not only a dramatic and appealing personality, but is endowed with that quality so necessary to a role. He is said to have put every thing he has in Pedro—and, judging from his characterizations in "The Swan" and others, he has plenty.

As the English girl, Dolores, Miss Goudal has the finest role of her career. She's a real French beauty and has every opportunity to make use of her charms in this production.

Beery plays the bandit chief, Gomez. At the beginning of the picture he is a servant in Cortez's entourage, but is thrown out of the castle to assist Miss Goudal to escape.

Others in the cast include Emily Fitzroy, Renzo De Gardi, Mathilda Brundage, Bernard Seigel and Florence Renart. J. T. O'Donohoe made the adaptation.

## Why Everyone Clear of Ricardo Cortez

Ricardo Cortez' ambition to be a "black snake," a whip used by mule drivers, kept the Paramount company producing "The Spaniard" several days.

Cortez uses such a whip in one sequence of "The Spaniard" and Director Raoul Walsh instructed him to become proficient in its use before filming this particular episode. The result was a solute proficient and, also no little hand of Cortez.

Whenever he was practiced hitting a piece of paper within twenty feet of him persons had been stung. After several days they walked behind him they learned to give him a wide berth.

Cortez, Jetta Goudal and Noah Beery are featured in "The Spaniard," to be shown next.....at the.....Theatre. The story is an adventure romance laid against a background of Spain's national sport—the bull fight.

## Wild Ride Big Scene in Paramount "The Spaniard"

The ability of a horseman to ride a horse in good stead in "The Spaniard" of Cortez' favorite sport is horse riding, and when the script called for a wild and perilous ride, Cortez was not only on the horse. He put his mount across streams and over fences. But when he came to a ruined wall, he fell. Then he ate a free dinner of his horse over the wall three times in perfect form.

The chase is one of the many big punch scene in the production, which the Theatre



# "The Spaniard" TO PRINT THESE STORIES

it to the editors. Additional press sheets at your exchange if you need them.



## Big Featured Cast In "The Spaniard"

Ricardo Cortez, Jetta Goudal, Noah Beery in New Film

**R**ICARDO Cortez, Jetta Goudal, Noah Beery are featured in the leading roles of the new Raoul Walsh production for Paramount, "The Spaniard," due at the Theatre for a run of..... days on..... next. The picture, based on the novel of the same name by Juanita Savage, brings Cortez to the screen in the role of a bull-fighter, who turns out to be a grandee of Spain. The story has to do with the taming of a beautiful English society girl, a born flirt, by The Spaniard. Cortez has not only the appearance and dramatic ability, but he is endowed with that appealing personality so necessary to put across this role. He is said to have put everything he has into the role of Don Pedro—and, judging from his characterizations in "The Swan" and others, he has plenty. As the English girl, Dolores, Miss Goudal has the finest role of her screen career. She's a real French beauty and has every opportunity to make use of her charms in this production. Beery plays the bandit chief, Gomez. At the beginning of the picture he is a servant in Cortez's employ, but is thrown out of the castle, to assist Miss Goudal to escape. Others in the cast of the production include Emily Fitzroy, Renzo De Gardi, Mathilda Brundage, Bernard Seigel and Florence Renart. J. T. O'Donohoe made the adaptation.

## Why Everyone Steered Clear of Ricardo Cortez

Ricardo Cortez' ambition to become adept with a "black snake," a type of long leather whip used by mule drivers, kept the Paramount company producing "The Spaniard" on its toes for several days. Cortez uses such a whip in one sequence of "The Spaniard" and Director Raoul Walsh instructed him to become proficient in its use before the time arrived for filming this particular episode. The result was abundant, and also no little bit of the part of Cortez' associate players not working a piece of paper. Any one who asked within twenty feet of him after several seasons had been stung by the whip when they learned to give him a wide berth.

Cortez, Jetta Goudal and Noah Beery are featured in "The Spaniard," to be shown next..... Theatre. The story is an adventure romance laid against a background of Spain's national fight.

## Wild Ride Brings Scene in "The Spaniard"

The ability of Ricardo Cortez as a horseman story in "The Spaniard" production. One of Cortez' favorite the script called for a wild and perilous ride, but not only on his mount across the horse. He put fences. But when he came to a ruined wall, he followed the script and took a spectacular fall. Then he ate a free dinner, by putting his horse over the wall three times in perfect form. The chase is one of the many big punch scene in

## REVIEWS

### "The Spaniard"

**T**HE "Spaniard" came to town at the..... yesterday. It's a Raoul Walsh production for Paramount. Ricardo Cortez, Jetta Goudal and Noah Beery are featured in the production, based on the popular British novel of the same name by Juanita Savage. As Dolores Annesley, a high spirited young woman of the world, who has been mistress of herself and imposed her will upon others, Miss Goudal meets Cortez, as Don Pedro De Barrego, a modern cave man. Don Pedro falls desperately in love with the girl at a ball in London. Twice he proposes marriage, which she refuses. Then he abducts her. The girl tries to escape, but is prevented by The Spaniard. Don Pedro decides to teach her what love really means, using much the same methods a man might use to tame a bucking broncho. Gradually Dolores begins to see things in a new light—the suffering she has caused other men before she knew what love was. Dolores only knows The Spaniard as a fearless bull-fighter, who gets what he goes after. He does not tell her that he belongs to one of the oldest and wealthiest families of the Spanish nobility, until after they are married. From start to finish "The Spaniard" is full of drama, the settings are excellent, and the costuming is a modern fashion show.

### (Review No. 2)

The Raoul Walsh-Paramount production, "The Spaniard," adapted from Juanita Savage's novel of that name and featuring Ricardo Cortez, Jetta Goudal and Noah Beery, is the feature all this week at the..... Theatre. "The Spaniard," written for the screen by J. T. O'Donohoe, is sort of combination of "Blood and Sand" and "The Sheik." As Don Pedro De Barrego, Cortez, while visiting in London, falls in love with pretty Dolores Annesley (Miss Goudal), a notorious heart-breaker. Now The Spaniard has feminine London society practically at his feet, and it disturbs him not a little to be toyed with by this youngster. He determines to tame her. As the picture progresses, Dolores

learns that her latest conquest is nothing but a common bull-fighter, while The Spaniard, as part of his plan to bring her to her senses, has her carried a captive to his castle in the mountains. She attempts to escape and Don Pedro orders her to her room where a scene, of which you have yet to see the equal, takes place. The Spaniard cows the girl into submission with a wicked looking whip and then, repenting for his harshness, consents to take Dolores riding. The girl takes advantage of this opportunity to escape. But it is a case of stepping from the frying pan into the fire, for she falls into the hands of a bandit gang. The Spaniard comes to the rescue, all differences are patched up, and everything ends happily enough for all concerned.

### Closes Today

"The Spaniard," a Raoul Walsh production for Paramount, which has been the feature at the..... Theatre since....., will close its run there today. Ricardo Cortez, Jetta Goudal and Noah Beery are featured in the principal roles of the production, which is based on Juanita Savage's novel. "The Spaniard" has to do with the taming of a beautiful English girl, a flirt, by a bull-fighter, who turns out to be a Spanish grandee.

## 'The Spaniard' Action-Drama

### New Paramount Picture Composite of "Blood and Sand" and "The Sheik"

#### Synopsis Story

**I**MAGINE a production which combines all the best features of "Blood and Sand" and "The Sheik!" Just such a picture is "The Spaniard," produced by Raoul Walsh, who made "The Thief of Bagdad," for Paramount. Ricardo Cortez, Jetta Goudal and Noah Beery are featured in the leading roles of the production, based on the novel of the same name by Juanita Savage.

### "The Spaniard" Pleasing Story of Spanish Love

**T**HE Paramount picture, "The Spaniard," which will be shown on..... next at the..... Theatre, is a story of a bull-fighter, hero of Spain, and an English society girl, a born coquette, always looking for new hearts to conquer. She meets and fascinates The Spaniard, who, however, warns her that he does not intend to be just another of her victims and that he is going to conquer her. Ricardo Cortez plays the title role. Jetta Goudal is Dolores. Noah Beery completes the trio of featured players. Dolores pays a visit to relatives in Seville and while there attends a bull fight, where she recognizes the matador as The Spaniard, Don Pedro and congratulates herself that she did not accept a common bull-fighter as a husband. An excursion to a Moorish castle in the mountains near Seville proves a trap. Dolores, seeking shelter from a storm, walks right into a castle, the owner of which proves to be Don Pedro. He holds her a prisoner in the hopes of making her change her mind about marrying him, but it only tends to make the girl more furious. The Spaniard is a firm believer in cave man tactics in taming his women, but he finds they don't work with Dolores. He undergoes a change of heart and consents to take the girl out horseback riding. Dolores makes use of this opportunity to escape by slashing The Spaniard's horse across the flank and dashing madly across country, right into a bandit hangout. How she fares with the cut-throats, how The Spaniard finally effects her rescue and wins her love, makes "The Spaniard" one of the season's most highly entertaining productions.

### French Beauty Speaks Her Little Piece on Clothes

The latest styles always, but practicability first. This is the fashion creed of one of the best dressed women in Hollywood. She is Jetta Goudal, featured in Paramount's "The Spaniard," coming to the..... on..... She declares that she always looked first to the practical before adopting the dictates of fashion. "There is nothing I like better than stylish clothes," Miss Goudal says, "but first everything that I wear must have some feature that makes it exceedingly practical. Even those little things which fashion dictates a woman should carry or merely pin on for stylish adornment must have some practical value before I can bring myself to adopt them." As an example of the latter class, Miss Goudal points to her cane. She always carries one. This, she says, is an adornment which readily lends itself to grace as well as comfort in walking. Furthermore, she added, it always gives her something to do with her hands. Ricardo Cortez and Noah Beery are featured with Miss Goudal in the

The Spaniard is Ricardo Cortez, idol of the bull-rings of Spain, who turns out to be a nobleman. When the picture opens we find him at a fashionable affair in London, where he has created nothing less than a sensation among the women folk. It is the eve of his departure for Spain. He meets and, true to form, starts to woo the beautiful English society girl, Dolores Annesley. But Dolores has quite a reputation as a heart-breaker herself. This annoys the fiery Spaniard not a little, and he decides then and there to tame Dolores if it's the last thing he does. The scenes that follow carry audiences to Spain—to the bull fight, where Dolores discovers to her horror that the hero of her latest love affair in London is nothing more than a common bull-fighter. The scene shifts to an isolated castle far up in the mountains where Don Pedro, The Spaniard, holds the girl a prisoner until she has learned to love him. How the girl manages to escape, followed by a thrilling experience among bandits, to be at last rescued by The Spaniard brings the production to a fitting climax.

"The Spaniard," adapted for the screen by J. T. O'Donohoe, includes Emily Fitzroy, Renzo De Gardi, Mathilda Brundage, Bernard Seigel, Florence Renart and others in the strong supporting cast.

### Real Thrills Experienced Filming "The Spaniard"

It often happens that there are more thrills connected with the filming of a motion picture than are shown on the screen. This, at any rate, was the case with the Raoul Walsh-Paramount production, "The Spaniard," coming to the..... on..... Ricardo Cortez, Jetta Goudal and Noah Beery are featured in the picture. The story is based on the same title by Juanita Savage.

Two bull fights are features of this unusual dramatic production, written for the screen by J. T. O'Donohoe. As you never can tell what a real, live Spanish bull is going to do from one minute to the next, there was much unlooked for action during the course of production.

Cortez, in the title role, is a matador in the production. To take the player's own word for it, standing up before the onrushes of an enraged bull is no cinch. On several occasions things might have ended disastrously for several of the minor players in the picture when the animal went on a rampage, and broke through a protective stockade had not a cowboy with his lasso been right on hand to throw Mr. Bull as neat as you please.

So much for the hectic life of a bull-fighter. "Me for dim lights, soft music and a dark-eyed senorita for company," says Cortez.

Emily Fitzroy and others play in the supporting cast of "The Spaniard."

### Beery Bold, Bad Bandit in Paramount's "The Spaniard"

Noah Beery is again preying upon the poor, honest, hard-working people



novel of the same name by Juanita Savage, which was adapted for the screen by J. T. O'Donohoe.

In the beginning of the picture, Cortez, during a brief visit to London, becomes the idol of feminine society of the metropolis. On the eve of his departure for Spain, he meets his match as a breaker of hearts in Jetta Goudal, an English society beauty. She repulses his ardent wooing but he never loses his smiling self-confidence, and lets her know that his motto is to get what he wants.

A little later, while on a visit with relatives in Seville, Miss Goudal witnesses a bull fight at which the great matador, Fernandez, is the hero of the hour. At the conclusion of the fight the matador bows beneath Miss Goudal's box and she recognizes Cortez.

During an expedition to the Pyrenees, Miss Goudal is induced by a guide, Noah Beery, to accompany him on a visit to the Chapel of the Jewels. They are caught in a storm and seek refuge in an isolated castle, which proves to belong to Cortez. He tells her that he intends to hold her prisoner until she has learned the meaning of love. She is placed in custody of a trusted servant, Emily Fitzroy.

Miss Goudal seeks to persuade Beery, the supposed "Guide," who deceived her to the castle, to help her to escape. Beery, although in terror of his master, Cortez, hopes to secure Miss Goudal for himself, and consents to assist her. Their attempted escape is frustrated by Cortez, who orders Beery under the branding iron in sight of Miss Goudal. Just as the hot iron is about to be applied, Miss Goudal pleads for Beery, herself taking all blame for the attempted escape. Cortez orders her to her room and has Beery thrown from the castle.

Anxious to make amends for his harshness, Cortez consents to take Miss Goudal riding. The girl is mounted. Cortez is about to mount his horse, when Miss Goudal slashes the animal across the flank, causing it to rear and plunge. Like a flash she dashes madly down the road. Cortez makes a hasty recovery and is after her, over streams and fences in a perilous and exciting chase that leads the pair of them to a bandit stronghold in the mountains, where Beery is in command.

How Cortez effects the girl's escape, though he is himself wounded in the get-away, furnishes no little action in the scenes that follow.

The surprise climax, in which Cortez is revealed as a Spanish nobleman, is great.

Emily Fitzroy, Renzo De Gardi, Mathilda Brundage, Bernard Seigel, and Florence Renart complete the cast playing in support of the principals.

## Two Sure-Enough Bull Fights in "The Spaniard"

History has it that at least two kings of Spain, Charles V. and Philip IV., entered the arena and showed their prowess at their country's national sport—bull fighting. So when Ricardo Cortez, in the title role of the new Paramount picture, "The Spaniard," demonstrated his skill in the bull ring, he was but following the footsteps of the great men of Spain.

Picture a brilliant blue sky canopied by an immense arena with its tier of humanity blending into one vibrant mass of color and life. The shrill note of a bugle brings all eyes to the massive gates at one end of the ring, and all is stilled to attention as the performers enter the arena, and engage in the ceremonial parade. As the bull is released the tiers of humanity come to life, the tumultuous enthusiasm bursts forth as there is witnessed a spectacle of astounding agility, grace, bravery and daring that has no equal anywhere in the world. This is the better part of bull fighting. It is continually before the enthusiastic audience to the exclusion of everything else.

Out of this riot of color and glittering conquest comes the hero—the great matador. Cheer upon cheer resound to his honor. Hats and flowers fall around him as he indifferently, almost coldly, acknowledges the greetings of the highest dignitaries. Crowds follow and fight to get near as he leaves the arena. And for days his prowess and ability are on every tongue.

It is against the colorful background of the bull fight that much of the action in "The Spaniard" takes place. The picture was adapt-

ed to the screen by J. T. O'Donohoe from the novel of the same name by Juanita Savage.

Walsh, who, besides the Fairbanks picture, has to his credit such successes as "Regeneration," "Kindred of the Dust" and "The Honor System," obtained his first knowledge of the directorial game under the watchful eye of no less a personage than D. W. Griffith, and his experience dates back to the old Biograph days, when he often played the dual role of actor and director.

"The Spaniard" is the story of a bull-fighter, the idol of Spain. He is in reality a member of one of his country's foremost families. In London he gets the reputation of being quite a lady-killer. While there he meets Miss Goudal, playing the English society girl, Dolores Annesley, who also has quite a line of broken hearts to her credit. It's a case of Greek meeting Greek. And it's sure great while it lasts, girls!

## Here's a New One for Cross-Word Puzzle Fans

Cross-word puzzle fans soon will be asking for a word of eight letters meaning "a new type of lover." The correct word is "Spaniard."

To say that a man is "a Spaniard" does not now mean that he is native to Spain. It means that he is handsome in appearance, daring in manner, noble in sentiment, incontestable in honor and irresistible in love.

The inspiration for the term is Ricardo Cortez' title role in "The Spaniard," the new Raoul Walsh production for Paramount, due on ..... at the ..... Theatre.

Hollywood folk who have watched motion picture add words to the American vocabulary, predict that soon after this picture is shown the phrase "He's a Spaniard!" will sweep into immediate popularity just as did the word "sheik" come into use after the picture by that name.

Cortez is featured with Jetta Goudal and Noah Beery in "The Spaniard," which is a picture version of the novel of the same name by Juanita Savage.

There's a big cast playing in support.

## Cortez a Toreador in New Production for Paramount

Ricardo Cortez treats raging bulls and beautiful society debs in much the same fashion in his title role in the Paramount picture, "The Spaniard," which will be shown on ..... at the ..... Theatre. It is a Raoul Walsh production, based on the immensely popular British novel of the same name and featuring Cortez, Jetta Goudal and Noah Beery.

Cortez, as Don Pedro De Barrego, is the idol of the bull rings of Spain. In reality a nobleman, he visits London and falls in love with the notorious heart-breaker, Dolores Annesley, played by Miss Goudal. He tells her that he is not going to be just another of her victims—that he is going to capture and tame her.

Beery is a servant in The Spaniard's household. He is thrown out for being disloyal and becomes the leader of a gang of bandits who infest the country.

"The Spaniard," adapted to the screen by J. T. O'Donohoe, goes on to show how Dolores is kidnapped by Don Pedro, who holds her a captive in his castle way up in the mountains—to show her what love really means, as he says.

Playing in support of the principals in the picture are Emily Fitzroy, Bernard Seigel, Mathilda Brundage and others.

ed to the screen by J. T. O'Donohoe from Juanita Savage's novel of that name. Cortez is featured with Jetta Goudal and Noah Beery in the principal roles.

There are two bull fights in the picture—both thrillers. It is at the first that Jetta Goudal, in the role of the English society beauty, Dolores Annesley, recognizes in the matador in the ring the hero of a recent love affair in London.

The second almost ends fatally for The Spaniard. He had been wounded in helping Dolores escape from a gang of bandits, but insisted entering the fight, despite his wound. He fights an unequal fight and is victorious, but sinks to the ground in a faint when it is all over.

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The name sticks—"He's a Spaniard."

The picture, which comes to the ..... Theatre for a run of... days next....., is based on the popular novel by that name by Juanita Savage. Cortez is featured in the production with Jetta Goudal and Noah Beery.

Raoul Walsh, who made "The Thief of Bagdad," directed the picture, which was written for the screen by J. T. O'Donohoe.

## A Story of a Sports Outfit That Became a Bathing Suit

Here's the story of the sports outfit that became a bathing suit.

Ever since she entered motion pictures Jetta Goudal has had a desire to be seen on the screen in a fashionable sports outfit. Her chance finally came in "The Spaniard," in which she plays the leading feminine role. For the occasion the creator of Paramount screen fashions, designed an unusually striking sports costume including everything from hat to shoes.

In her happiness Miss Goudal completely forgot that the scenario called for her to wear this outfit in a rainstorm. After the camera had reeled off a few feet of her in this alluring outfit, she was drenched from head to foot. It was the ruining of the beautiful clothes that accounts to some extent for the dejected look on Miss Goudal's face as she tramps her way to the old Spanish castle with Noah Beery.

Miss Goudal and Beery are featured in the leading roles of the picture, coming to the ..... on ..... The story is a screen version of Juanita Savage's novel of the same name.

There's an A-1 cast playing in support.

As the English finest role of he Goudal has the he's a real French screen career. Very opportunity beauty and has charms in this pro make use of her duction.

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| DUNHAM, CURRY C.    | 2017    | Th   |
| EAGLES, HARRY       | 110     | N. J |
| ESHENFELDER, GEORGE | 3721    | W    |
| GAMBRILL, ST.       | 51      | Luck |
| MOON, RUSSELL       | 1327    | S.   |
| GEYER, ERNEST       | 51      | Luck |
| HAAS, J. A.         | 444     | Glis |
| CORCORAN, EDWARD F. | 119     | 7th  |
| CUNNINGHAM, CARL    | 110-112 |      |
| HELLMAN, WILLIAM    | Pioneer |      |
| DANZIGER, WETIS     | 3100    | S. J |
| DUNHAM, CURRY C.    | 2017    | Th   |
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As the English actress, Goudal has the screen career. Every opportunity to beauty and has charms in this production. Beery plays the bandit chief, Gomez. At the beginning of the picture he is a servant out of the castle, but is thrown to assist Miss Goudal to escape. Others in the cast include Emily Fitzroy, Renzo De Gardi, Mathilda Brundage, Bernard Seigel and J. T. O'Donohoe made the adaptation.

## Why Everyone Is Steered Clear of Ricardo Cortez

Ricardo Cortez, a "black snake," a come adept with either whip used by type of long leather the Paramount mule drivers, long "The Spaniard" company production several days. Cortez uses a whip in one sequence of "The Spaniard" and Director Raoul Walsh instructed him to become proficient for filming this part. The result was a spectacular episode, and, also no little solute proficiency. Whenever he was associate player, practiced hitting a piece of paper, rolled within twenty feet of him. After several days they walked behind him by the whip and to give him a wide berth. Goudal and Noah Beery are featured in "The Spaniard," to be shown next. The story at the Paramount is an adventure of Spain's national sport—the bull fight.

## Wild Ride By "The Spaniard" Paramount

The ability of a horseman story in "The Spaniard" of Cortez' favorite duction. One of the sports is horse riding, and when the script called for a wild and perilous ride, Cortez was not only on his horse, but he put the job but on his streams and over his mount across he came to a ruin. But followed the script and in wall, he fell. Then he ate took a spectacular Raoul Walsh, director, by putting his horse over the wall three times. The chase is the production, which will be shown at the Paramount. The story is an adaptation of the novel by Juanita Savage, which includes Emily Fitzroy, Renzo De Gardi, Mathilda Brundage, Bernard Seigel, and others in the supporting cast.

what love was. Dolores only knows The Spaniard as a fearless bull-fighter, who gets what he goes after. He does not tell her that he belongs to one of the oldest and wealthiest families of the Spanish nobility, until after they are married. From start to finish "The Spaniard" is full of drama, the settings are excellent, and the costuming is a modern fashion show.

## (Review No. 2)

The Raoul Walsh-Paramount production, "The Spaniard," adapted from Juanita Savage's novel of that name and featuring Ricardo Cortez, Jetta Goudal and Noah Beery, is the feature all this week at the..... Theatre.

"The Spaniard," written for the screen by J. T. O'Donohoe, is sort of combination of "Blood and Sand" and "The Sheik." As Don Pedro De Barrego, Cortez, while visiting in London, falls in love with pretty Dolores Annesley (Miss Goudal), a notorious heart-breaker. Now The Spaniard has feminine London society practically at his feet, and it disturbs him not a little to be toyed with by this youngster. He determines to tame her.

As the picture progresses, Dolores learns that her latest conquest is nothing but a common bull-fighter, while The Spaniard, as part of his plan to bring her to her senses, has her carried a captive to his castle in the mountains. She attempts to escape and Don Pedro orders her to her room where a scene, of which you have yet to see the equal, takes place. The Spaniard crows the girl into submission with a wicked looking whip and then, repenting for his harshness, consents to take Dolores riding. The girl takes advantage of this opportunity to escape. But it is a case of stepping from the frying pan into the fire, for she falls into the hands of a bandit gang. The Spaniard comes to the rescue, all differences are patched up, and everything ends happily enough for all concerned.

## Closes Today

"The Spaniard," a Raoul Walsh production for Paramount, which has been the feature at the..... Theatre since....., will close its run there today.

Ricardo Cortez, Jetta Goudal and Noah Beery are featured in the principal roles of the production, which is based on Juanita Savage's novel.

"The Spaniard" has to do with the taming of a beautiful English girl, a flirt, by a bull-fighter, who turns out to be a Spanish grandee.

There is an unusually capable cast of players in support of the principals.

## Held Over

The Paramount picture, "The Spaniard," which was to have closed a.... days' run at the..... Theatre today, will be held over until tomorrow.

Ricardo Cortez, Jetta Goudal and Noah Beery are featured in the production, directed for the screen by the man, who made "The Thief of Bagdad"—Raoul Walsh.

and fascinates the Spaniard, who, however, warns her that he does not intend to be just another of her victims and that he is going to conquer her.

Ricardo Cortez plays the title role. Jetta Goudal is Dolores. Noah Beery completes the trio of featured players.

Dolores pays a visit to relatives in Seville and while there attends a bull fight, where she recognizes the matorador as The Spaniard, Don Pedro and congratulates herself that she did not accept a common bull-fighter as a husband.

An excursion to a Moorish castle in the mountains near Seville proves a trap. Dolores, seeking shelter from a storm, walks right into a castle, the owner of which proves to be Don Pedro. He holds her a prisoner in the hopes of making her change her mind about marrying him, but it only tends to make the girl more furious.

The Spaniard is a firm believer in cave man tactics in taming his women, but he finds they don't work with Dolores. He undergoes a change of heart and consents to take the girl out horseback riding. Dolores makes use of this opportunity to escape by slashing The Spaniard's horse across the flank and dashing madly across country, right into a bandit hangout.

How she fares with the cut-throats, how The Spaniard finally effects her rescue and wins her love, makes "The Spaniard" one of the season's most highly entertaining productions.

## French Beauty Speaks Her Little Piece on Clothes

The latest styles always, but practicability first.

This is the fashion creed of one of the best dressed women in Hollywood.

She is Jetta Goudal, featured in Paramount's "The Spaniard," coming to the..... on..... She declares that she always looked first to the practical before adopting the dictates of fashion.

"There is nothing I like better than stylish clothes," Miss Goudal says, "but first everything that I wear must have some feature that makes it exceedingly practical. Even those little things which fashion dictates a woman should carry or merely pin on for stylish adornment must have some practical value before I can bring myself to adopt them."

As an example of the latter class, Miss Goudal points to her cane. She always carries one. This, she says, is an adornment which readily lends itself to grace as well as comfort in walking. Furthermore, she added, it always gives her something to do with her hands.

Ricardo Cortez and Noah Beery are featured with Miss Goudal in the cast of "The Spaniard," which was adapted for the screen by J. T. O'Donohoe from the novel of the same name by Juanita Savage.

Emily Fitzroy and others appear in the cast.

## "The Spaniard" Brimful of Sure-Fire Punch Scenes

"The Spaniard," a Paramount picture featuring Ricardo Cortez, Jetta Goudal and Noah Beery, which will be shown next..... at the..... Theatre is an appealing and actionful adventure-romance woven around Spain's national sport—the bull fight.

Some of the highspots in the production, which is based on the novel by Juanita Savage, include the first meeting of The Spaniard (Cortez) and Jetta Goudal, playing an English society beauty, at a ball in London. The Spaniard, the mere mention of whose name sets feminine hearts aflutter, meets his match in the beautiful Dolores. She has a long string of conquests to her credit and looks upon Don Pedro as but another victim. He, however, has other ideas on the matter which are brought out as the picture progresses.

Another high spot in the production is the scene in The Spaniard's mountain castle, where he carries Dolores and holds her captive until she finally confesses her love for him. The girl is furious at first, but a long black whip in the hands of the fiery Don Pedro quickly makes her change her attitude toward the Spaniard, who, she learns to her sorrow, is a man of great determination—who gets what he goes after, and he has his heart and soul set on winning Dolores.

Still another big punch scene is the sequence in which Miss Goudal, after escaping from The Spaniard, is held captive by bandits, headed by Noah Beery in the role of Gomez, once a servant of Don Pedro.

fiery Spaniard not a little, and he decides then and there to tame Dolores if it's the last thing he does.

The scenes that follow carry audiences to Spain—to the bull fight, where Dolores discovers to her horror that the hero of her latest love affair in London is nothing more than a common bull-fighter. The scene shifts to an isolated castle far up in the mountains where Don Pedro, The Spaniard, holds the girl a prisoner until she has learned to love him.

How the girl manages to escape, followed by a thrilling experience among bandits, to be at last rescued by The Spaniard brings the production to a fitting climax.

"The Spaniard," adapted for the screen by J. T. O'Donohoe, includes Emily Fitzroy, Renzo De Gardi, Mathilda Brundage, Bernard Seigel, Florence Renart and others in the strong supporting cast.

## Real Thrills Experienced Filming "The Spaniard"

It often happens that there are more thrills connected with the filming of a motion picture than are shown on the screen. This, at any rate, was the case with the Raoul Walsh-Paramount production, "The Spaniard," coming to the..... on..... Ricardo Cortez, Jetta Goudal and Noah Beery..... in the..... ch is based on the popular..... he same title by Juanita Savage.

Two bull fights are features of this unusual dramatic production, written for the screen by J. T. O'Donohoe. As you never can tell what a real, live Spanish bull is going to do from one minute to the next, there was much unlooked for action during the course of production.

Cortez, in the title role, is a matorador in the production. To take the player's own word for it, standing up before the onrushes of an enraged bull is no cinch. On several occasions things might have ended disastrously for several of the minor players in the picture when the animal went on a rampage, and broke through a protective stockade had not a cowboy with his lasso been right on hand to throw Mr. Bull as neat as you please.

So much for the hectic life of a bull-fighter. "Me for dim lights, soft music and a dark-eyed senorita for company," says Cortez.

Emily Fitzroy and others play in the supporting cast of "The Spaniard."

## Beery Bold, Bad Bandit in Paramount's "The Spaniard"

Noah Beery is again preying upon the poor, honest, hard-working people of the country—this time it happens to be in the role of the bandit chief, Gomez, in the Raoul Walsh production for Paramount, "The Spaniard," in which he has a featured role with Ricardo Cortez and Jetta Goudal.

At the beginning of the picture, Beery is a servant in Cortez's castle high up in the Pyrenees. One day Cortez brings the pretty English girl, Dolores Annesley (Miss Goudal) to the castle, a captive. Beery is thrown out of the place for trying to help Dolores escape.

Later on Dolores gets lost in the mountains and is decoyed to a bandit stronghold where Beery is in command. Some of the real action of the story is contained in the scenes that follow.

"The Spaniard," opening a.... days' run..... at the..... Theatre is an adaptation by J. T. O'Donohoe of the immensely popular British novel by that name by Juanita Savage.

There's a cast of prominent names appearing in support of the principals.

## "The Spaniard" Here

"The Spaniard's" in town! He's a new kind of lover, girls. A 1925 edition of the Sheik!

It's Ricardo Cortez's new screen role in the Paramount picture, directed by Raoul Walsh, who made "The Thief of Bagdad," and due at the..... Theatre for a run of.... days' on..... Jetta Goudal and Noah Beery complete the trio of players featured in the production, which is based on the novel of the same title by Juanita Savage.

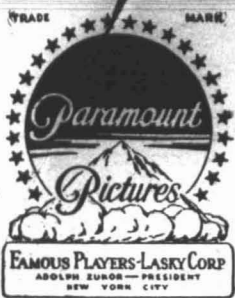
"The Spaniard" has to do with the taming of a beautiful English girl, a born flirt, by a bull-fighter who turns out to be a Spanish nobleman. Emily Fitzroy, Florence Renart and Bernard Seigel are but a few of the big names appearing in the supporting cast.

## PARAMOUNT EXPLOITEERS

HERE are the trained showmen assigned each Paramount exclusively for the purpose of helping you put your pictures over. Get in touch with your exploiter:

|                       |                       |                      |
|-----------------------|-----------------------|----------------------|
| BIRCH, AL             | 1625 Court Place      | Denver, Colo.        |
| CALLAHAN, EDWARD F.   | 134 Meadow St.        | New Haven, Conn.     |
| CORCORAN, CARL        | 119 7th St.           | Milwaukee, Wis.      |
| CUNNINGHAM, WILLIAM   | 110-112 W. 18th St.   | Kansas City, Mo.     |
| DANZIGER, WITIS       | Pioneer & Broadway    | Cincinnati, O.       |
| DUNHAM, CURRY C.      | 800 S. Jefferson St.  | Dallas, Tex.         |
| EAGLES, HAR. GEORGE   | 2017 Third Avenue     | Seattle, Wash.       |
| ESHENFELDER, GEORGE   | 110 N. Lee Street     | Jacksonville, Fla.   |
| GAMBRILL, ST.         | 3721 Washington Blvd. | St. Louis, Mo.       |
| GEYER, ERN            | 51 Luckie St.         | Atlanta, Ga.         |
| HAAS, J. A. ACK.      | 444 Gilsan St.        | Portland, Ore.       |
| HALLMAN, JSCAR.       | 1100 First Avenue N.  | Minneapolis, Minn.   |
| KANTNER, C. JOHN P.   | 201 Golden Gate Ave.  | San Francisco, Cal.  |
| MC CONVILLE, WILLIAM  | 8 Shawmut St.         | Boston, Mass.        |
| MEDELSON, B.          | 1563 East 21st St.    | Cleveland, O.        |
| MOON, RUSSELL         | 1327 S. Wabash Ave.   | Chicago, Ill.        |
| PICKERING, NETH       | 133 E. 2nd St.        | Salt Lake City, Utah |
| RENAUD, WILLIAM N.    | 2949 Cass Avenue      | Detroit, Mich.       |
| ROBSON, WIL           | 1018 Forbes St.       | Pittsburgh, Pa.      |
| SWIFT, HARR           | 924 S. Olive St.      | Los Angeles, Cal.    |
| TAYLOR, WMP. K.       | 614 Grand Ave.        | Oklahoma City, Okla. |
| THOMAJAN, RD J.       | 113 S. Monroe St.     | Peoria, Ill.         |
| WALL, EDWAT. IRVIN A. | 1101 N. Capitol Ave.  | Washington, D. C.    |
| WATERSTREIS, F.       | 88 S. Capitol Ave.    | Indianapolis, Ind.   |
| WHELAN, LES M.        | 1219 Vine St.         | Philadelphia, Pa.    |
| WUEST, JAM            | 1610 Davenport St.    | Omaha, Nebr.         |
| WILLIAMS, WILLIAM H.  | 254 Franklin St.      | Buffalo, N. Y.       |
| WRIGHT, WIN           | 251 N. 5th St.        | Wilkes Barre, Pa.    |
| ZELTNER, H.           | 62 N. State St.       | Wilkes Barre, Pa.    |





# "The Spaniard" EVERYTHING YOU NEED FOR

"If It's Worth Running, It's Worth"



EIGHT COLORED LOBBY CARDS

## Price List for Advertising Material

All these advertising aids can be secured from your Exchange. Send list of what you want, with check or money order.

NOTE:—Owing to duty, additional transportation charges, etc., the prices quoted below do not apply to Canada. Get Canadian Price List from your Exchange.

| For Outdoor Advertising POSTERS |       |        |
|---------------------------------|-------|--------|
| One Sheet (1A and 1B)           | ..... | \$ .15 |
| Three Sheet (3A and 3B)         | ..... | .45    |
| Six Sheet (6A)                  | ..... | .75    |
| Twenty-four Sheet (24A)         | ..... | 2.40   |
| PHOTOS FOR YOUR LOBBY           |       |        |
| 22 x 28 (Colored) (Two Styles)  | ..... | .40    |
| 11 x 14 Set of Eight (Colored)  | ..... | .60    |

| FOR GENERAL EXPLOITATION                |       |      |
|---|-------|------|
| GILT-EDGED FRAMES, (Size 17 x 43 in.)   | ..... | 1.50 |
| Insert Cards (14 x 36 in. to fit above) | ..... | .25  |
| 22 x 28 Gilt Frames                     | ..... | 1.50 |
| Rotogravure, per thousand               | ..... | 7.50 |
| Heralds, per thousand                   | ..... | 5.00 |

| FOR GENERAL EXPLOITATION               |       |     |
|--|-------|-----|
| Supplementary (Two Column) (Adv. Only) | ..... | .10 |
| Three Column                           | ..... | .15 |
| Four Column (Adv. Only)                | ..... | .25 |
| Seven Column (Adv. Only)               | ..... | .50 |

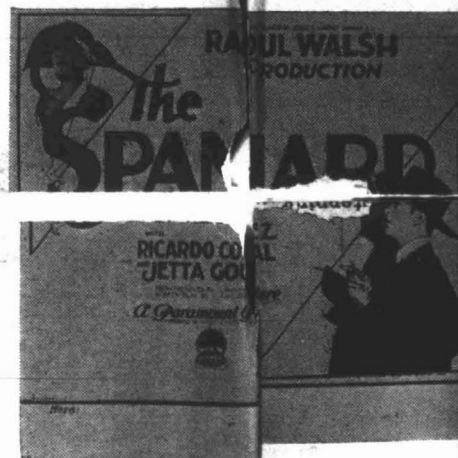
| FOR GENERAL EXPLOITATION |       |     |
|--------------------------|-------|-----|
| CROSS WORD PUZZLE BOOKS  | ..... | .05 |
| Window Card              | ..... | .07 |
| Announcement Slide       | ..... | .15 |
| Publicity Photos, Each   | ..... | .10 |

| FOR GENERAL EXPLOITATION             |       |  |
|--------------------------------------|-------|--|
| Trailers—National Screen Service     | ..... |  |
| 126 W. 46th St., New York City       | ..... |  |
| 845 So. Wabash Ave., Chicago, Ill.   | ..... |  |
| 917 So. Olive St., Los Angeles, Cal. | ..... |  |

Press Books and Music Cues are gratis.



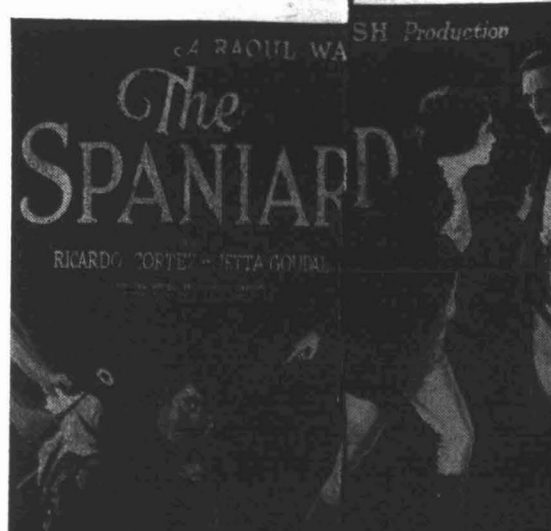
COLORED INSERT CARD



Announcement Slide



Don't keep the pictures you run a secret. There's cash in the flash of peppy Paramount paper!





# "The Spaniard" NEED FOR YOUR CAMPAIGN

*With Running, It's Worth Advertising"*



COLORED INSERT CARD



Announcement Slide



ATTRACTIVE CARDS, EACH 11 x 14

## WINDOW CARD

To the left is illustrated the attractive colored window card on "The Spaniard."

Put this in a shop window and it will attract as much attention as a twenty-four sheet.

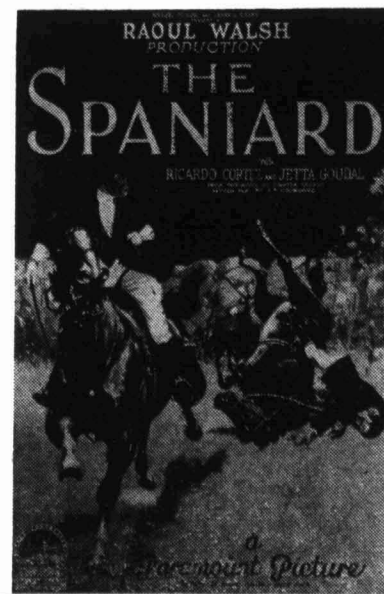
Plenty of blank space for theatre name, dates, etc.

Only seven cents apiece.



Window Card

Put the picture over the top by putting posters over the town. Here are real business-getters!







## EIGHT COLORED LOBBY CARDS

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| For Outdoor Advertising             |      | Supplementary (Two Column) (Adv. Only)...    |      |
|-------------------------------------|------|--|------|
| POSTERS                             |      | Three Column                                 | .15  |
| One Sheet (1A and 1B).....          | .15  | Four Column (Adv. Only).....                 | .25  |
| Three Sheet (3A and 3B).....        | .45  | Seven Column (Adv. Only).....                | .50  |
| Six Sheet (6A).....                 | .75  | FOR GENERAL EXPLOITATION                     |      |
| Twenty-four Sheet (24A).....        | 2.40 | GILT-EDGED FRAMES, (Size 17 x 43 in.)...     | 1.50 |
| PHOTOS FOR YOUR LOBBY               |      | Insert Cards (14 x 36 in. to fit above)..... | .25  |
| 22 x 28 (Colored) (Two Styles)..... | .40  | 22 x 28 Gilt Frames.....                     | 1.50 |
| 11 x 14 Set of Eight (Colored)..... | .60  | Rotogravure, per thousand.....               | 7.50 |
| PAPER, 4 1/2 x 6 1/2                |      | Heralds, per thousand.....                   | 5.00 |
| RISING CUTS                         |      | Cross Word Puzzle Books.....                 | .05  |
| One Co.....                         | .35  | Window Card.....                             | .07  |
| Two Column.....                     | .65  | Announcement Slide.....                      | .15  |
| Supplementary (Two Column).....     | .25  | Publicity Photos, Each.....                  | .10  |
| MATS, ADVERTISING, PRODUCTION, ETC. |      | Trailers—National Screen Service             |      |
| One Column.....                     | .05  | 126 W. 46th St., New York City               |      |
| Two Column.....                     | .10  | 845 So. Wabash Ave., Chicago, Ill.           |      |
|                                     |      | 917 So. Olive St., Los Angeles, Cal.         |      |

Press Books and Music Cues are gratis.

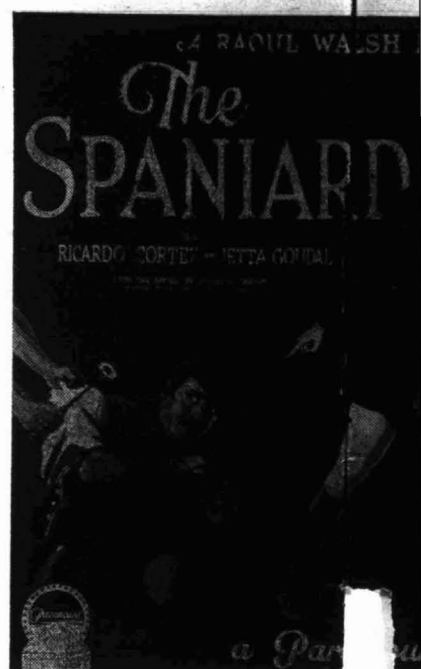


One Sheet Poster 1A

Don't keep the pictures you run a secret. There's cash in the flash of peppy Paramount paper!



Colored Lobby Card (22" x 28") A



Six Sheet poster



Three Sheet Poster 3A



Twenty-four Sheet poster





ATTRACTIVE CARDS, EACH 11 x 14

## WINDOW CARD

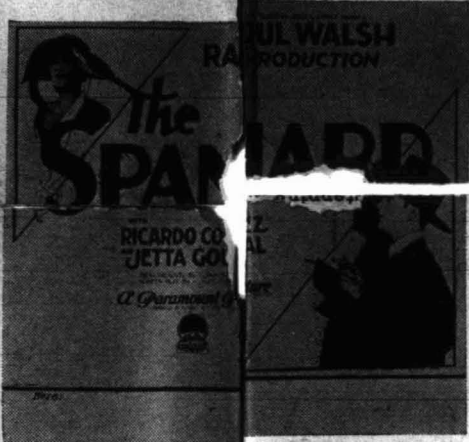
To the left is illustrated the attractive colored window card on "The Spaniard."

Put this in a shop window and it will attract as much attention as a twenty-four sheet.

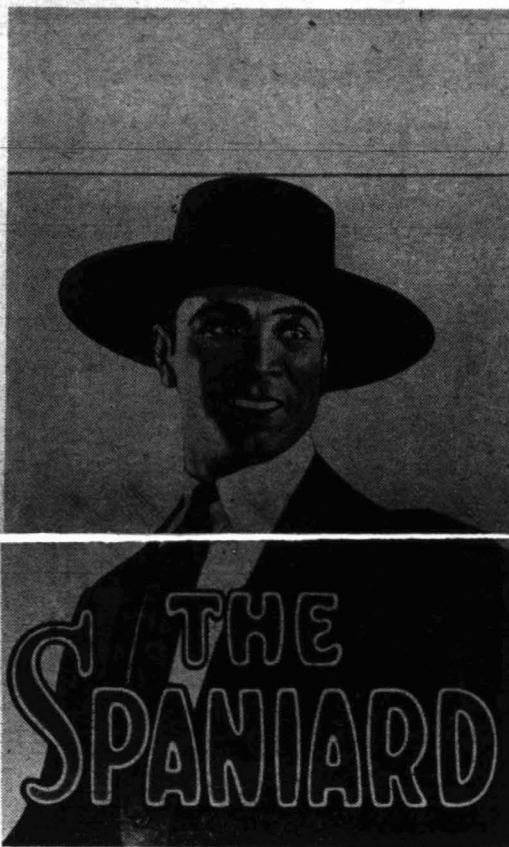
Plenty of blank space for theatre name, dates, etc.

Only seven cents apiece.

COLORED INSERT CARD



Announcement Slide

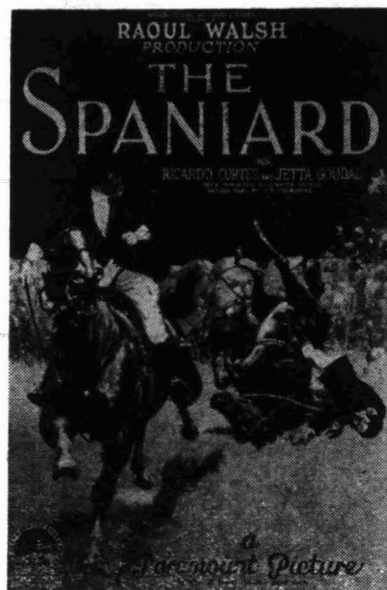


Window Card

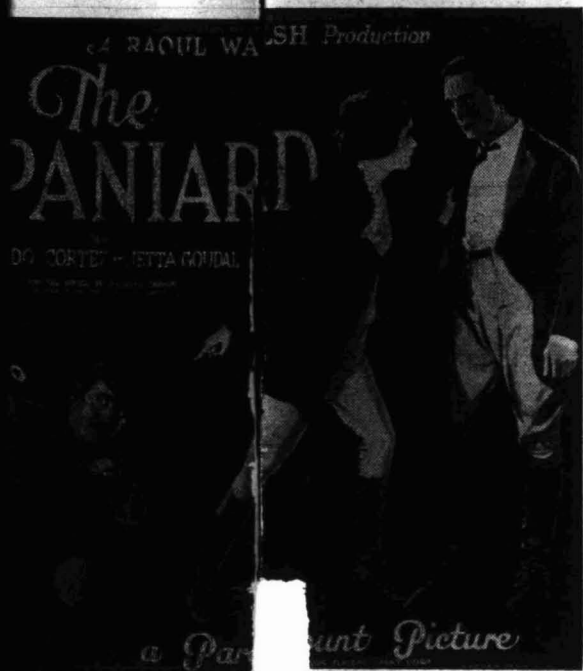
Put the picture over the top by putting posters over the town. Here are real business-getters!



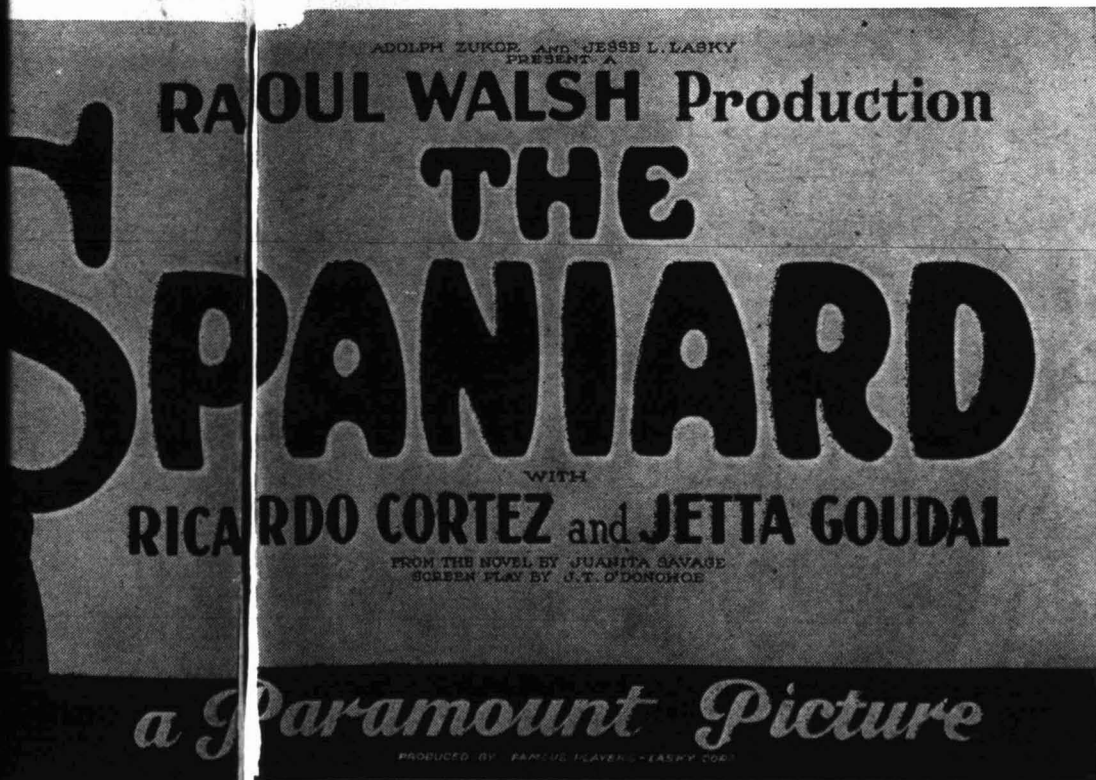
Colored Lobby Card (22" x 28") B



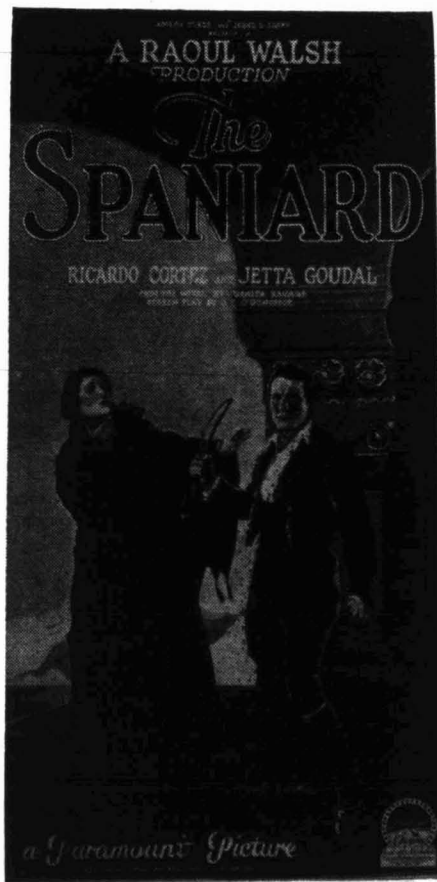
One Sheet Poster 1B



Six Sheet Poster 6A



Twenty-four Sheet Poster 24A



Three Sheet Poster 3B



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